

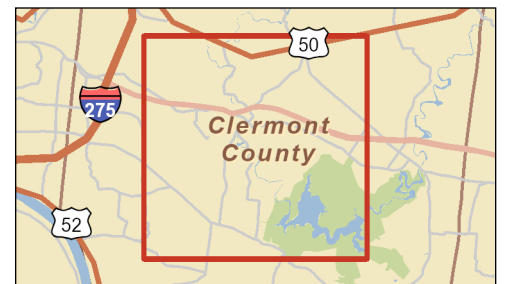
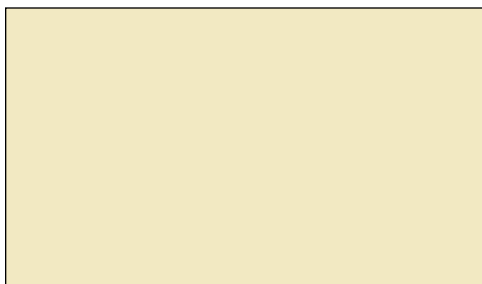
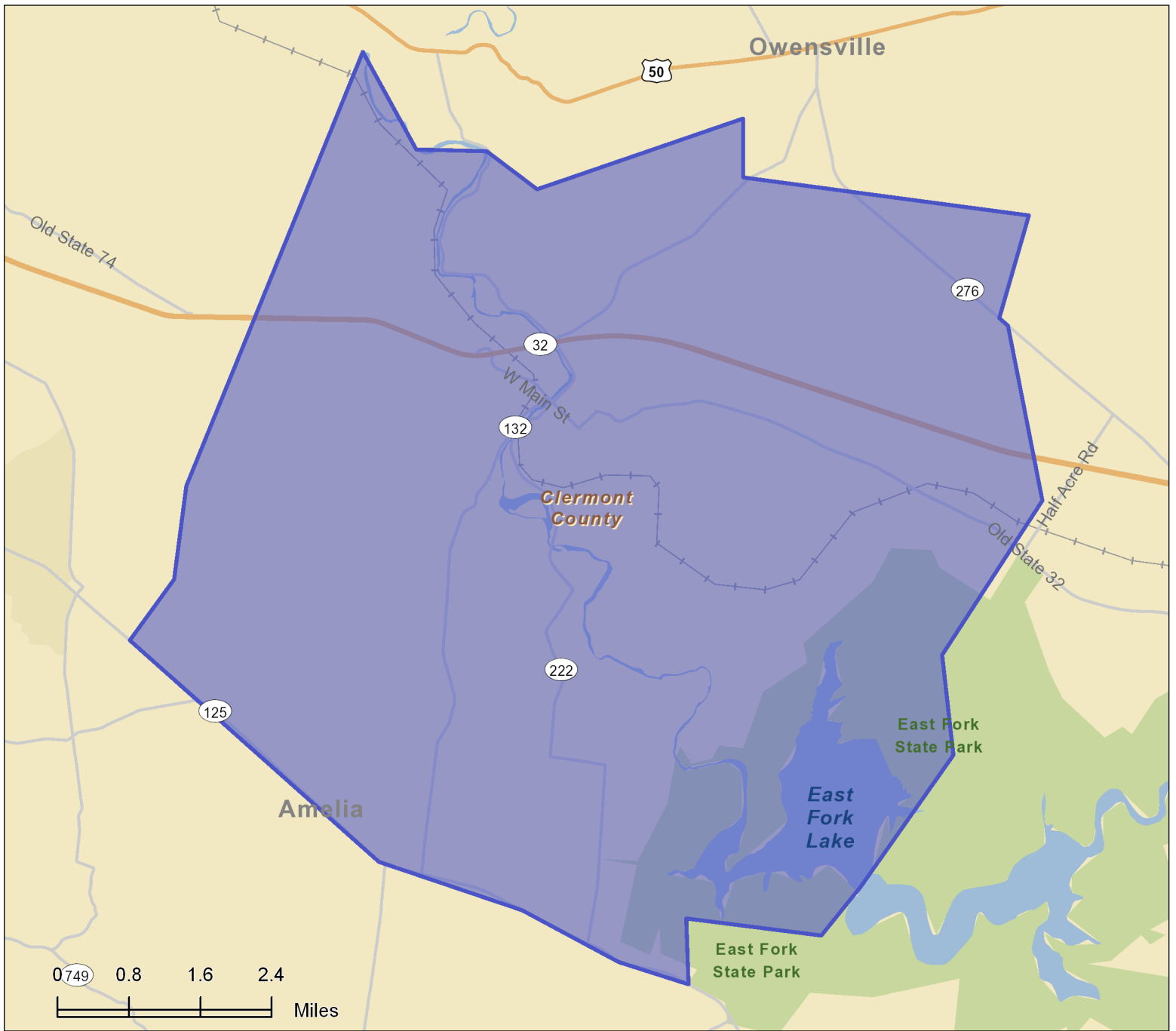


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Batavia Township, OH
Standard Geography

www.ClermontCountyOhio.biz



March 23, 2012



Market Profile

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

Population Summary	
2000 Total Population	17,503
2000 Group Quarters	646
2010 Total Population	22,820
2015 Total Population	24,938
2010-2015 Annual Rate	1.79%
Household Summary	
2000 Households	6,238
2000 Average Household Size	2.70
2010 Households	8,362
2010 Average Household Size	2.65
2015 Households	9,211
2015 Average Household Size	2.64
2010-2015 Annual Rate	1.95%
2000 Families	4,695
2000 Average Family Size	3.11
2010 Families	6,179
2010 Average Family Size	3.07
2015 Families	6,759
2015 Average Family Size	3.06
2010-2015 Annual Rate	1.81%
Housing Unit Summary	
2000 Housing Units	6,637
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	6.0%
2010 Housing Units	9,155
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	8.7%
2015 Housing Units	10,262
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	10.2%
Median Household Income	
2000	\$45,548
2010	\$59,711
2015	\$66,555
Median Home Value	
2000	\$118,602
2010	\$146,468
2015	\$162,609
Per Capita Income	
2000	\$19,031
2010	\$25,128
2015	\$28,294
Median Age	
2000	32.0
2010	33.0
2015	33.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



Market Profile

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

2000 Households by Income

Household Income Base	6,234
<\$15,000	16.6%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	1.1%
\$200,000+	1.0%
Average Household Income	\$51,867

2010 Households by Income

Household Income Base	8,362
<\$15,000	11.5%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	2.4%
\$200,000+	1.7%
Average Household Income	\$67,466

2015 Households by Income

Household Income Base	9,211
<\$15,000	10.0%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	20.2%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	3.2%
\$200,000+	2.2%
Average Household Income	\$75,460

2000 Owner Occupied Housing Units by Value

Total	4,098
<\$50,000	9.8%
\$50,000 - \$99,999	26.4%
\$100,000 - \$149,999	35.0%
\$150,000 - \$199,999	17.2%
\$200,000 - \$299,999	8.8%
\$300,000 - \$499,999	2.2%
\$500,000 - \$999,999	0.6%
\$1,000,000 +	0.0%
Average Home Value	\$129,700

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	2,105
With Cash Rent	97.7%
No Cash Rent	2.3%
Median Rent	\$434
Average Rent	\$383

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



Market Profile

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

2000 Population by Age

Total	17,503
0 - 4	9.1%
5 - 9	8.3%
10 - 14	8.3%
15 - 24	13.6%
25 - 34	15.6%
35 - 44	17.4%
45 - 54	12.2%
55 - 64	6.6%
65 - 74	5.0%
75 - 84	2.8%
85 +	1.0%
18 +	70.0%

2010 Population by Age

Total	22,820
0 - 4	9.0%
5 - 9	7.7%
10 - 14	7.1%
15 - 24	14.1%
25 - 34	14.6%
35 - 44	13.7%
45 - 54	14.4%
55 - 64	9.7%
65 - 74	5.3%
75 - 84	3.0%
85 +	1.2%
18 +	72.3%

2015 Population by Age

Total	24,938
0 - 4	8.8%
5 - 9	7.7%
10 - 14	7.3%
15 - 24	13.4%
25 - 34	15.8%
35 - 44	12.5%
45 - 54	13.0%
55 - 64	10.9%
65 - 74	6.5%
75 - 84	3.0%
85 +	1.3%
18 +	72.5%

2000 Population by Sex

Males	48.8%
Females	51.2%

2010 Population by Sex

Males	48.7%
Females	51.3%

2015 Population by Sex

Males	48.7%
Females	51.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

2000 Population by Race/Ethnicity

Total	17,503
White Alone	96.6%
Black Alone	1.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.4%
Two or More Races	1.1%
Hispanic Origin	0.9%
Diversity Index	8.4

2010 Population by Race/Ethnicity

Total	22,820
White Alone	95.2%
Black Alone	1.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.5%
Two or More Races	1.5%
Hispanic Origin	1.5%
Diversity Index	11.9

2015 Population by Race/Ethnicity

Total	24,938
White Alone	94.5%
Black Alone	2.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.6%
Two or More Races	1.7%
Hispanic Origin	1.7%
Diversity Index	13.6

2000 Population 3+ by School Enrollment

Total	16,461
Enrolled in Nursery/Preschool	2.6%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	14.7%
Enrolled in Grade 9-12	6.4%
Enrolled in College	3.1%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	71.6%

2010 Population 25+ by Educational Attainment

Total	14,162
Less Than 9th Grade	4.1%
9th to 12th Grade, No Diploma	9.2%
High School Graduate	38.9%
Some College, No Degree	18.3%
Associate Degree	9.8%
Bachelor's Degree	12.5%
Graduate/Professional Degree	7.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

2010 Population 15+ by Marital Status

Total	17,389
Never Married	25.8%
Married	58.0%
Widowed	4.8%
Divorced	11.4%

2000 Population 16+ by Employment Status

Total	12,722
In Labor Force	70.6%
Civilian Employed	68.3%
Civilian Unemployed	2.3%
In Armed Forces	0.0%
Not In Labor Force	29.4%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.9%
Civilian Unemployed	11.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.0%
Civilian Unemployed	9.0%

2000 Females 16+ by Employment Status and Age of Children

Total	6,720
Own Children < 6 Only	10.9%
Employed/in Armed Forces	6.3%
Unemployed	0.8%
Not in Labor Force	3.8%
Own Children <6 and 6-17 Only	7.8%
Employed/in Armed Forces	5.4%
Unemployed	0.3%
Not in Labor Force	2.1%
Own Children 6-17 Only	20.9%
Employed/in Armed Forces	17.9%
Unemployed	0.4%
Not in Labor Force	2.6%
No Own Children < 18	60.3%
Employed/in Armed Forces	31.5%
Unemployed	1.0%
Not in Labor Force	27.9%

2010 Employed Population 16+ by Industry

Total	10,697
Agriculture/Mining	0.2%
Construction	6.5%
Manufacturing	11.5%
Wholesale Trade	3.7%
Retail Trade	14.7%
Transportation/Utilities	3.6%
Information	0.9%
Finance/Insurance/Real Estate	5.5%
Services	50.6%
Public Administration	2.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

2010 Employed Population 16+ by Occupation

Total	10,697
White Collar	60.6%
Management/Business/Financial	12.5%
Professional	19.5%
Sales	11.7%
Administrative Support	16.9%
Services	17.7%
Blue Collar	21.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	4.6%
Production	6.6%
Transportation/Material Moving	4.8%

2000 Workers 16+ by Means of Transportation to Work

Total	8,449
Drove Alone - Car, Truck, or Van	84.1%
Carpooled - Car, Truck, or Van	11.1%
Public Transportation	1.2%
Walked	1.1%
Other Means	0.1%
Worked at Home	2.3%

2000 Workers 16+ by Travel Time to Work

Total	8,449
Did not Work at Home	97.7%
Less than 5 minutes	2.2%
5 to 9 minutes	8.0%
10 to 19 minutes	25.2%
20 to 24 minutes	9.4%
25 to 34 minutes	21.3%
35 to 44 minutes	11.9%
45 to 59 minutes	15.4%
60 to 89 minutes	3.3%
90 or more minutes	1.1%
Worked at Home	2.3%
Average Travel Time to Work (in min)	27.7

2000 Households by Vehicles Available

Total	6,238
None	7.2%
1	28.0%
2	43.4%
3	15.2%
4	4.1%
5+	2.1%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

2000 Households by Type

Total	6,238
Family Households	75.3%
Married-couple Family	56.3%
With Related Children	30.8%
Other Family (No Spouse)	18.9%
With Related Children	14.9%
Nonfamily Households	24.7%
Householder Living Alone	20.4%
Householder Not Living Alone	4.4%
Households with Related Children	45.7%
Households with Persons 65+	15.9%

2000 Households by Size

Total	6,238
1 Person Household	20.4%
2 Person Household	30.9%
3 Person Household	20.5%
4 Person Household	18.4%
5 Person Household	7.0%
6 Person Household	2.2%
7 + Person Household	0.6%

2000 Households by Year Householder Moved In

Total	6,238
Moved in 1999 to March 2000	23.7%
Moved in 1995 to 1998	31.6%
Moved in 1990 to 1994	16.2%
Moved in 1980 to 1989	12.7%
Moved in 1970 to 1979	7.8%
Moved in 1969 or Earlier	8.0%
Median Year Householder Moved In	1996

2000 Housing Units by Units in Structure

Total	6,637
1, Detached	61.8%
1, Attached	1.8%
2	0.7%
3 or 4	3.5%
5 to 9	10.7%
10 to 19	8.3%
20 +	6.8%
Mobile Home	6.3%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	6,637
1999 to March 2000	4.7%
1995 to 1998	12.8%
1990 to 1994	9.4%
1980 to 1989	18.4%
1970 to 1979	21.0%
1969 or Earlier	33.6%
Median Year Structure Built	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Batavia township, OH (390...

Top 3 Tapestry Segments

1. Up and Coming Families
2. Aspiring Young Families
3. Old and Newcomers

2010 Consumer Spending

Apparel & Services: Total \$	\$13,790,821
Average Spent	\$1,649.23
Spending Potential Index	69
Computers & Accessories: Total \$	\$1,849,871
Average Spent	\$221.22
Spending Potential Index	101
Education: Total \$	\$10,079,566
Average Spent	\$1,205.40
Spending Potential Index	99
Entertainment/Recreation: Total \$	\$26,484,143
Average Spent	\$3,167.20
Spending Potential Index	98
Food at Home: Total \$	\$36,342,293
Average Spent	\$4,346.13
Spending Potential Index	97
Food Away from Home: Total \$	\$26,692,111
Average Spent	\$3,192.07
Spending Potential Index	99
Health Care: Total \$	\$29,105,950
Average Spent	\$3,480.74
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$14,686,092
Average Spent	\$1,756.29
Spending Potential Index	85
Investments: Total \$	\$12,514,278
Average Spent	\$1,496.57
Spending Potential Index	86
Retail Goods: Total \$	\$193,719,721
Average Spent	\$23,166.67
Spending Potential Index	93
Shelter: Total \$	\$129,719,686
Average Spent	\$15,513.00
Spending Potential Index	98
TV/Video/Audio: Total \$	\$10,169,099
Average Spent	\$1,216.11
Spending Potential Index	98
Travel: Total \$	\$15,025,703
Average Spent	\$1,796.90
Spending Potential Index	95
Vehicle Maintenance & Repairs: Total \$	\$7,711,809
Average Spent	\$922.25
Spending Potential Index	98

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

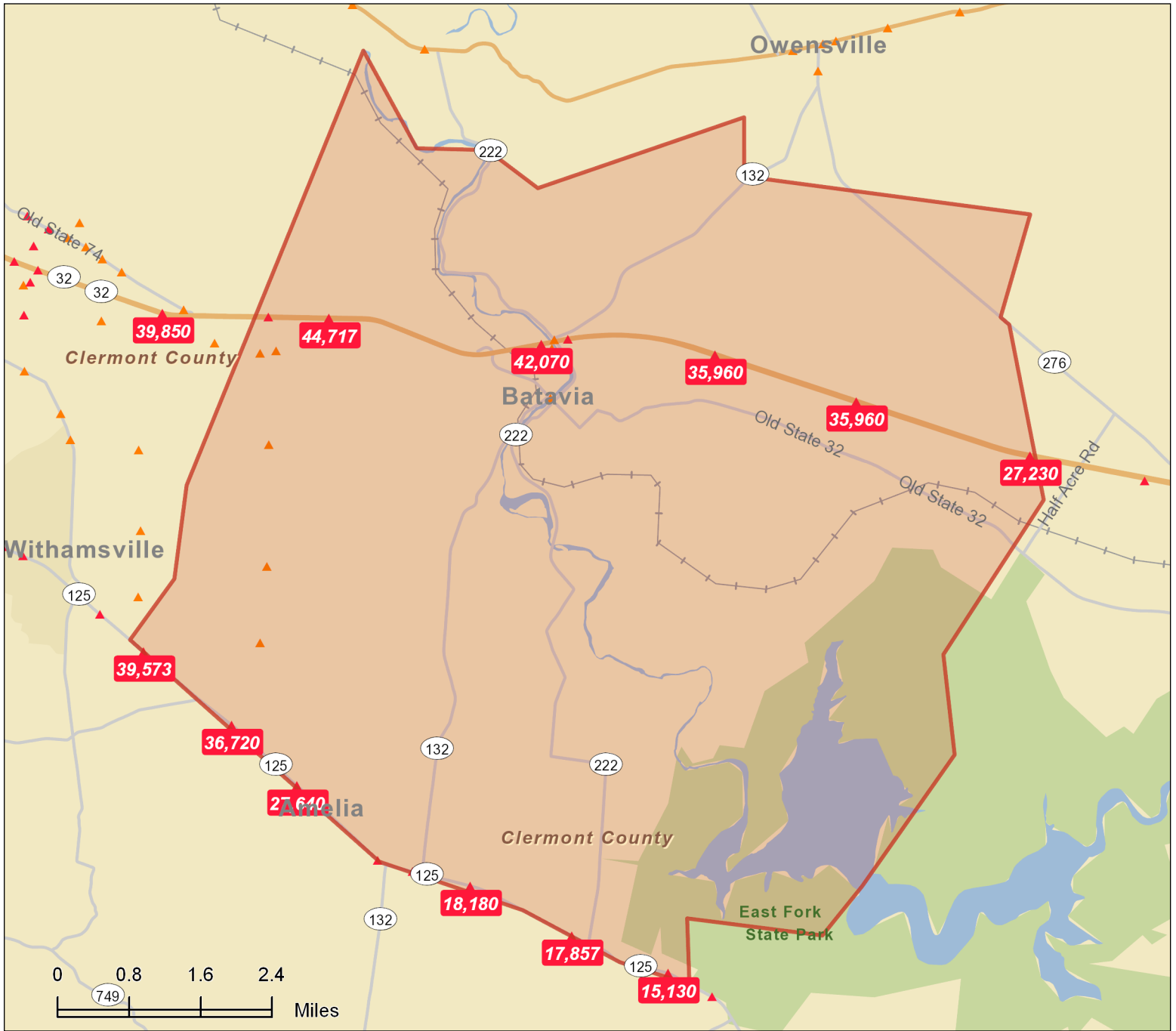
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Traffic Count Map



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®



Business Summary

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Data for all businesses in area	Batavia township, OH (390...
Total Businesses:	761
Total Employees:	11,900
Total Residential Population:	22,820
Employee/Residential Population Ratio:	0.52

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	30	3.9%	163	1.4%
Construction	79	10.4%	437	3.7%
Manufacturing	43	5.7%	2,384	20.0%
Transportation	23	3.0%	137	1.2%
Communication	2	0.3%	1	0.0%
Utility	1	0.1%	12	0.1%
Wholesale Trade	34	4.5%	429	3.6%
Retail Trade Summary	126	16.6%	1,292	10.9%
Home Improvement	19	2.5%	78	0.7%
General Merchandise Stores	2	0.3%	12	0.1%
Food Stores	7	0.9%	188	1.6%
Auto Dealers, Gas Stations, Auto Aftermarket	25	3.3%	126	1.1%
Apparel & Accessory Stores	1	0.1%	1	0.0%
Furniture & Home Furnishings	13	1.7%	43	0.4%
Eating & Drinking Places	32	4.2%	391	3.3%
Miscellaneous Retail	27	3.5%	453	3.8%
Finance, Insurance, Real Estate Summary	61	8.0%	1,079	9.1%
Banks, Savings & Lending Institutions	10	1.3%	51	0.4%
Securities Brokers	1	0.1%	0	0.0%
Insurance Carriers & Agents	23	3.0%	921	7.7%
Real Estate, Holding, Other Investment Offices	27	3.5%	107	0.9%
Services Summary	257	33.8%	3,878	32.6%
Hotels & Lodging	3	0.4%	25	0.2%
Automotive Services	27	3.5%	90	0.8%
Motion Pictures & Amusements	21	2.8%	71	0.6%
Health Services	32	4.2%	1,376	11.6%
Legal Services	15	2.0%	84	0.7%
Education Institutions & Libraries	20	2.6%	873	7.3%
Other Services	139	18.3%	1,359	11.4%
Government	92	12.1%	2,081	17.5%
Other	13	1.7%	7	0.1%
Totals	761	100%	11,900	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 23, 2012



Business Summary

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.5%	3	0.0%
Mining	1	0.1%	2	0.0%
Utilities	1	0.1%	12	0.1%
Construction	83	10.9%	438	3.7%
Manufacturing	44	5.8%	2,401	20.2%
Wholesale Trade	29	3.8%	275	2.3%
Retail Trade	92	12.1%	882	7.4%
Motor Vehicle & Parts Dealers	20	2.6%	101	0.8%
Furniture & Home Furnishings Stores	5	0.7%	5	0.0%
Electronics & Appliance Stores	6	0.8%	19	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	18	2.4%	74	0.6%
Food & Beverage Stores	10	1.3%	197	1.7%
Health & Personal Care Stores	4	0.5%	35	0.3%
Gasoline Stations	5	0.7%	25	0.2%
Clothing & Clothing Accessories Stores	2	0.3%	14	0.1%
Sport Goods, Hobby, Book, & Music Stores	2	0.3%	3	0.0%
General Merchandise Stores	2	0.3%	12	0.1%
Miscellaneous Store Retailers	14	1.8%	246	2.1%
Nonstore Retailers	4	0.5%	151	1.3%
Transportation & Warehousing	24	3.2%	139	1.2%
Information	8	1.1%	32	0.3%
Finance & Insurance	34	4.5%	972	8.2%
Central Bank/Credit Intermediation & Related Activities	10	1.3%	51	0.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.1%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	23	3.0%	921	7.7%
Real Estate, Rental & Leasing	33	4.3%	115	1.0%
Professional, Scientific & Tech Services	58	7.6%	408	3.4%
Legal Services	16	2.1%	85	0.7%
Management of Companies & Enterprises	1	0.1%	7	0.1%
Administrative & Support & Waste Management & Remediation Services	37	4.9%	162	1.4%
Educational Services	19	2.5%	849	7.1%
Health Care & Social Assistance	45	5.9%	1,974	16.6%
Arts, Entertainment & Recreation	18	2.4%	66	0.6%
Accommodation & Food Services	35	4.6%	416	3.5%
Accommodation	3	0.4%	25	0.2%
Food Services & Drinking Places	32	4.2%	391	3.3%
Other Services (except Public Administration)	89	11.7%	654	5.5%
Automotive Repair & Maintenance	21	2.8%	82	0.7%
Public Administration	92	12.1%	2,081	17.5%
Unclassified Establishments	14	1.8%	12	0.1%
Total	761	100%	11,900	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 23, 2012



Retail MarketPlace Profile

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Summary Demographics

2010 Population	22,820
2010 Households	8,362
2010 Median Disposable Income	\$46,716
2010 Per Capita Income	\$25,128

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$212,782,803	\$179,368,108	\$33,414,695	8.5	119
Total Retail Trade	44-45	\$181,725,732	\$161,671,974	\$20,053,758	5.8	88
Total Food & Drink	722	\$31,057,071	\$17,696,134	\$13,360,937	27.4	31

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$43,156,355	\$31,733,199	\$11,423,156	15.3	18
Automobile Dealers	4411	\$36,758,915	\$28,912,749	\$7,846,166	11.9	10
Other Motor Vehicle Dealers	4412	\$3,032,357	\$1,654,280	\$1,378,077	29.4	5
Auto Parts, Accessories & Tire Stores	4413	\$3,365,083	\$1,166,170	\$2,198,913	48.5	3
Furniture & Home Furnishings Stores	442	\$2,979,520	\$1,332,223	\$1,647,297	38.2	5
Furniture Stores	4421	\$1,546,300	\$782,885	\$763,415	32.8	3
Home Furnishings Stores	4422	\$1,433,220	\$549,338	\$883,882	44.6	2
Electronics & Appliance Stores	4431	\$7,540,642	\$1,408,224	\$6,132,418	68.5	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,579,479	\$2,458,631	\$4,120,848	45.6	16
Bldg Material & Supplies Dealers	4441	\$6,207,199	\$2,429,997	\$3,777,202	43.7	15
Lawn & Garden Equip & Supply Stores	4442	\$372,280	\$28,634	\$343,646	85.7	1
Food & Beverage Stores	445	\$32,262,010	\$21,946,568	\$10,315,442	19.0	10
Grocery Stores	4451	\$30,926,663	\$20,788,956	\$10,137,707	19.6	4
Specialty Food Stores	4452	\$459,626	\$127,543	\$332,083	56.6	2
Beer, Wine & Liquor Stores	4453	\$875,721	\$1,030,069	\$-154,348	-8.1	4
Health & Personal Care Stores	446,4461	\$3,622,000	\$2,834,408	\$787,592	12.2	4
Gasoline Stations	447,4471	\$30,614,804	\$16,473,142	\$14,141,662	30.0	4
Clothing & Clothing Accessories Stores	448	\$5,242,093	\$604,993	\$4,637,100	79.3	2
Clothing Stores	4481	\$3,808,563	\$56,729	\$3,751,834	97.1	1
Shoe Stores	4482	\$849,847	\$0	\$849,847	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$583,683	\$548,264	\$35,419	3.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$857,732	\$75,560	\$782,172	83.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$660,204	\$75,560	\$584,644	79.5	2
Book, Periodical & Music Stores	4512	\$197,528	\$0	\$197,528	100.0	0
General Merchandise Stores	452	\$29,772,814	\$6,953,257	\$22,819,557	62.1	3
Department Stores Excluding Leased Depts.	4521	\$12,752,956	\$1,224,049	\$11,528,907	82.5	1
Other General Merchandise Stores	4529	\$17,019,858	\$5,729,208	\$11,290,650	49.6	2
Miscellaneous Store Retailers	453	\$2,523,434	\$7,064,954	\$-4,541,520	-47.4	14
Florists	4531	\$138,013	\$261,177	\$-123,164	-30.9	4
Office Supplies, Stationery & Gift Stores	4532	\$857,757	\$6,219,110	\$-5,361,353	-75.8	2
Used Merchandise Stores	4533	\$58,786	\$134,188	\$-75,402	-39.1	4
Other Miscellaneous Store Retailers	4539	\$1,468,878	\$450,479	\$1,018,399	53.1	4
Nonstore Retailers	454	\$16,574,849	\$68,786,815	\$-52,211,966	-61.2	4
Electronic Shopping & Mail-Order Houses	4541	\$15,679,148	\$68,652,112	\$-52,972,964	-62.8	3
Vending Machine Operators	4542	\$23,937	\$134,703	\$-110,766	-69.8	1
Direct Selling Establishments	4543	\$871,764	\$0	\$871,764	100.0	0
Food Services & Drinking Places	722	\$31,057,071	\$17,696,134	\$13,360,937	27.4	31
Full-Service Restaurants	7221	\$10,991,884	\$5,446,064	\$5,545,820	33.7	12
Limited-Service Eating Places	7222	\$17,311,888	\$9,333,294	\$7,978,594	29.9	13
Special Food Services	7223	\$2,178,438	\$2,726,531	\$-548,093	-11.2	3
Drinking Places - Alcoholic Beverages	7224	\$574,861	\$190,245	\$384,616	50.3	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

March 23, 2012

Made with Esri Business Analyst

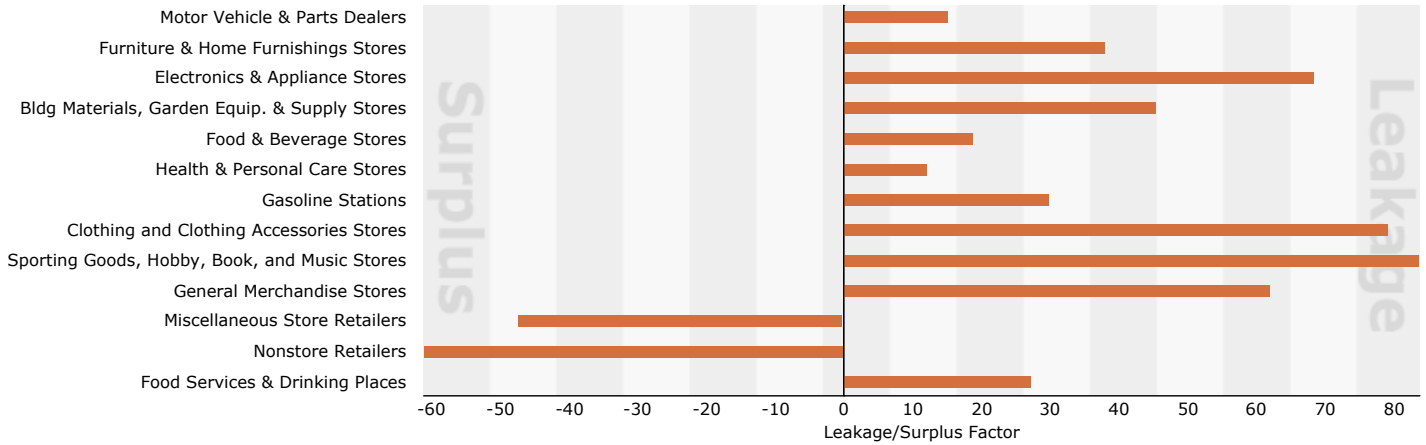


Retail MarketPlace Profile

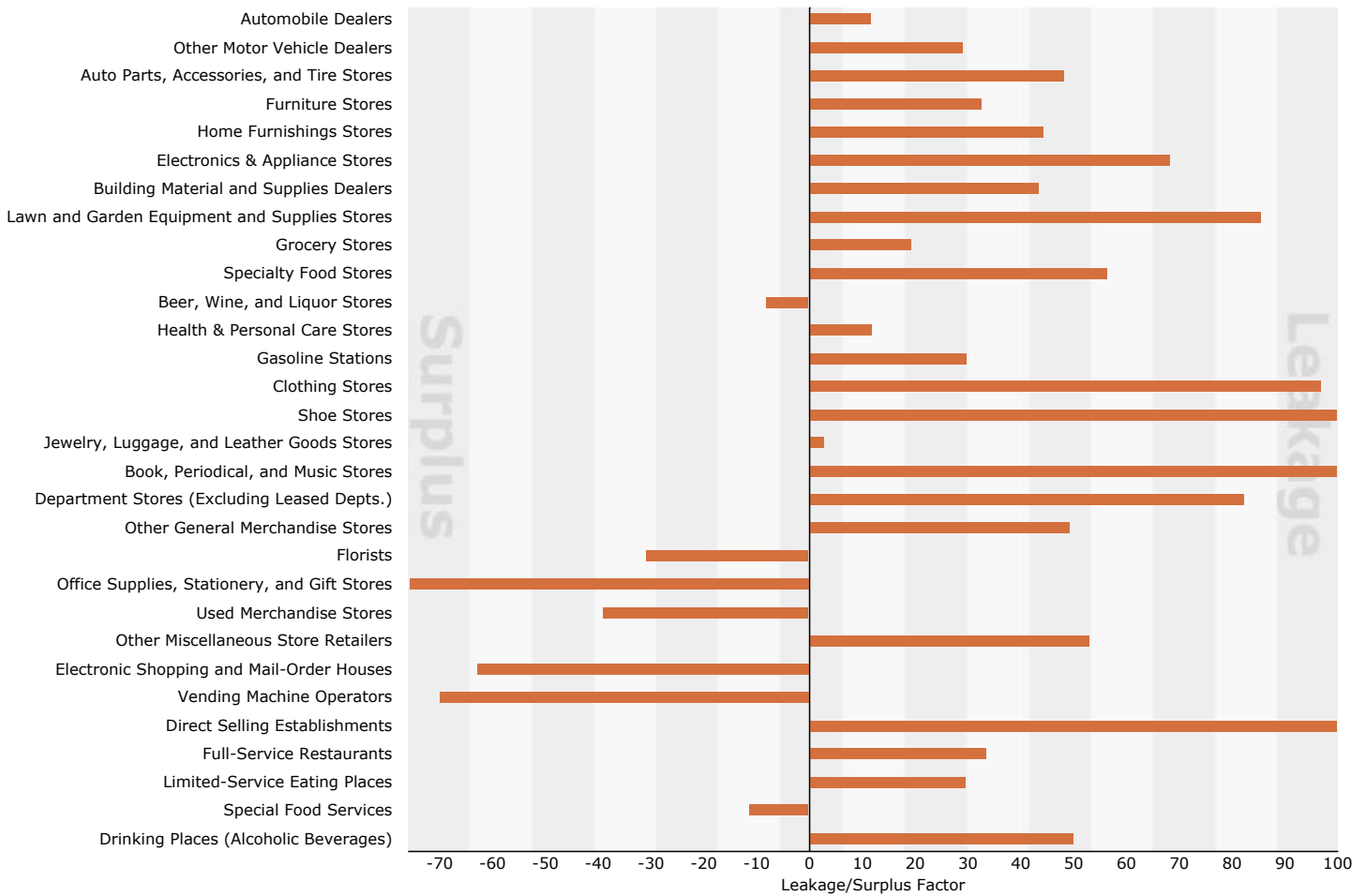
Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 23, 2012



Retail Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		22,820	24,938
Total Number of Adults		16,492	18,088
Households		8,362	9,211
Median Household Income		\$59,711	\$66,555

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	8,421	51.1%	102
Bought any women's apparel in last 12 months	7,951	48.2%	106
Bought apparel for child <13 in last 6 months	5,247	31.8%	112
Bought any shoes in last 12 months	8,940	54.2%	104
Bought costume jewelry in last 12 months	3,699	22.4%	107
Bought any fine jewelry in last 12 months	3,791	23.0%	104
Bought a watch in last 12 months	3,317	20.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	7,399	88.5%	103
HH bought/leased new vehicle last 12 mo	774	9.3%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,831	89.9%	103
Bought/changed motor oil in last 12 months	9,299	56.4%	108
Had tune-up in last 12 months	5,379	32.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,249	62.1%	100
Drank regular cola in last 6 months	8,848	53.7%	105
Drank beer/ale in last 6 months	6,992	42.4%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,055	12.5%	97
Bought film in last 12 months	3,278	19.9%	104
Bought digital camera in last 12 months	1,080	6.5%	96
Bought memory card for camera in last 12 months	1,185	7.2%	94
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	6,328	38.4%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,360	20.4%	95
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,615	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	3,907	23.7%	112
Computers (Households)			
HH owns a personal computer	6,412	76.7%	104
Spent <\$500 on most recent home PC purchase	793	9.5%	109
Spent \$500-\$999 on most recent home PC purchase	1,631	19.5%	109
Spent \$1000-\$1499 on most recent home PC purchase	1,078	12.9%	99
Spent \$1500-\$1999 on most recent home PC purchase	568	6.8%	96
Spent \$2000+ on most recent home PC purchase	514	6.1%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,559	64.0%	106
Bought cigarettes at convenience store in last 30 days	2,995	18.2%	116
Bought gas at convenience store in last 30 days	6,329	38.4%	114
Spent at convenience store in last 30 days: <\$20	1,463	8.9%	92
Spent at convenience store in last 30 days: \$20-39	1,636	9.9%	97
Spent at convenience store in last 30 days: \$40+	6,737	40.9%	113
Entertainment (Adults)			
Attended movies in last 6 months	9,943	60.3%	102
Went to live theater in last 12 months	2,088	12.7%	96
Went to a bar/night club in last 12 months	3,280	19.9%	104
Dined out in last 12 months	8,182	49.6%	101
Gambled at a casino in last 12 months	2,636	16.0%	100
Visited a theme park in last 12 months	3,738	22.7%	106
DVDs rented in last 30 days: 1	521	3.2%	119
DVDs rented in last 30 days: 2	840	5.1%	110
DVDs rented in last 30 days: 3	451	2.7%	85
DVDs rented in last 30 days: 4	601	3.6%	94
DVDs rented in last 30 days: 5+	2,578	15.6%	118
DVDs purchased in last 30 days: 1	884	5.4%	108
DVDs purchased in last 30 days: 2	945	5.7%	121
DVDs purchased in last 30 days: 3-4	841	5.1%	110
DVDs purchased in last 30 days: 5+	909	5.5%	106
Spent on toys/games in last 12 months: <\$50	1,063	6.4%	106
Spent on toys/games in last 12 months: \$50-\$99	526	3.2%	116
Spent on toys/games in last 12 months: \$100-\$199	1,186	7.2%	100
Spent on toys/games in last 12 months: \$200-\$499	1,974	12.0%	110
Spent on toys/games in last 12 months: \$500+	1,001	6.1%	105
Financial (Adults)			
Have home mortgage (1st)	3,286	19.9%	104
Used ATM/cash machine in last 12 months	9,158	55.5%	109
Own any stock	1,340	8.1%	88
Own U.S. savings bond	1,065	6.5%	94
Own shares in mutual fund (stock)	1,445	8.8%	93
Own shares in mutual fund (bonds)	965	5.9%	99
Used full service brokerage firm in last 12 months	874	5.3%	86
Have savings account	6,445	39.1%	107
Have 401K retirement savings	3,137	19.0%	107
Did banking over the Internet in last 12 months	5,073	30.8%	113
Own any credit/debit card (in own name)	12,545	76.1%	103
Avg monthly credit card expenditures: <\$111	2,337	14.2%	102
Avg monthly credit card expenditures: \$111-225	1,239	7.5%	96
Avg monthly credit card expenditures: \$226-450	1,272	7.7%	103
Avg monthly credit card expenditures: \$451-700	997	6.0%	95
Avg monthly credit card expenditures: \$701+	1,966	11.9%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Retail Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,171	73.8%	104
Used bread in last 6 months	16,027	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	12,994	78.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	8,765	53.1%	100
Used fresh fruit/vegetables in last 6 months	14,409	87.4%	100
Used fresh milk in last 6 months	15,143	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	5,243	31.8%	106
Exercise at club 2+ times per week	1,928	11.7%	95
Visited a doctor in last 12 months	12,781	77.5%	100
Used vitamin/dietary supplement in last 6 months	7,837	47.5%	98
Home (Households)			
Any home improvement in last 12 months	2,544	30.4%	96
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,150	13.8%	88
Purchased any HH furnishing in last 12 months	2,610	31.2%	104
Purchased bedding/bath goods in last 12 months	4,727	56.5%	103
Purchased cooking/serving product in last 12 months	2,383	28.5%	104
Bought any kitchen appliance in last 12 months	1,442	17.2%	99
Insurance (Adults)			
Currently carry any life insurance	8,145	49.4%	103
Have medical/hospital/accident insurance	11,813	71.6%	100
Carry homeowner insurance	8,491	51.5%	97
Carry renter insurance	1,122	6.8%	111
Have auto/other vehicle insurance	14,113	85.6%	103
Pets (Households)			
HH owns any pet	4,528	54.2%	105
HH owns any cat	2,083	24.9%	103
HH owns any dog	3,287	39.3%	104
Reading Materials (Adults)			
Bought book in last 12 months	8,494	51.5%	103
Read any daily newspaper	6,417	38.9%	94
Heavy magazine reader	3,569	21.6%	109
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	12,425	75.3%	105
Went to family restaurant/steak house last mo: <2 times	4,146	25.1%	98
Went to family restaurant/steak house last mo: 2-4 times	4,639	28.1%	104
Went to family restaurant/steak house last mo: 5+ times	3,640	22.1%	114
Went to fast food/drive-in restaurant in last 6 mo	14,987	90.9%	102
Went to fast food/drive-in restaurant <6 times/mo	5,419	32.9%	94
Went to fast food/drive-in restaurant 6-13 times/mo	4,849	29.4%	102
Went to fast food/drive-in restaurant 14+ times/mo	4,719	28.6%	115
Fast food/drive-in last 6 mo: eat in	6,010	36.4%	97
Fast food/drive-in last 6 mo: home delivery	1,993	12.1%	116
Fast food/drive-in last 6 mo: take-out/drive-thru	9,591	58.2%	111
Fast food/drive-in last 6 mo: take-out/walk-in	3,951	24.0%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	5,209	62.3%	96
HH average monthly long distance phone bill: <\$16	2,291	27.4%	99
HH average monthly long distance phone bill: \$16-25	918	11.0%	96
HH average monthly long distance phone bill: \$26-59	643	7.7%	84
HH average monthly long distance phone bill: \$60+	350	4.2%	94
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,505	18.0%	91
HH owns 2 TVs	2,271	27.2%	103
HH owns 3 TVs	1,946	23.3%	104
HH owns 4+ TVs	1,732	20.7%	99
HH subscribes to cable TV	4,905	58.7%	101
HH Purchased audio equipment in last 12 months	859	10.3%	106
HH Purchased CD player in last 12 months	350	4.2%	108
HH Purchased DVD player in last 12 months	867	10.4%	107
HH Purchased MP3 player in last 12 months	1,754	10.6%	104
HH Purchased video game system in last 12 months	1,001	12.0%	111
Travel (Adults)			
Domestic travel in last 12 months	8,701	52.8%	101
Took 3+ domestic trips in last 12 months	2,472	15.0%	101
Spent on domestic vacations last 12 mo: <\$1000	2,062	12.5%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,117	6.8%	101
Spent on domestic vacations last 12 mo: \$1500-\$1999	669	4.1%	99
Spent on domestic vacations last 12 mo: \$2000-\$2999	651	3.9%	95
Spent on domestic vacations last 12 mo: \$3000+	732	4.4%	88
Foreign travel in last 3 years	3,973	24.1%	93
Took 3+ foreign trips by plane in last 3 years	617	3.7%	79
Spent on foreign vacations last 12 mo: <\$1000	839	5.1%	85
Spent on foreign vacations last 12 mo: \$1000-\$2999	537	3.3%	80
Spent on foreign vacations last 12 mo: \$3000+	642	3.9%	80
Stayed 1+ nights at hotel/motel in last 12 months	6,765	41.0%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		22,820	24,938
Population 18+		16,492	18,088
Households		8,362	9,211
Median Household Income		\$59,711	\$66,555
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	6,412	76.7%	104
Purchased home PC in last 12 months	1,377	16.5%	105
Purchased home PC 1-2 years ago	1,972	23.6%	105
Purchased home PC 3-4 years ago	1,723	20.6%	106
Purchased home PC 5+ years ago	772	9.2%	99
Spent <\$500 on home PC (most recent purchase)	793	9.5%	109
Spent \$500-999 on home PC (most recent purchase)	1,631	19.5%	109
Spent \$1000-1499 on home PC (most recent purchase)	1,078	12.9%	99
Spent \$1500-1999 on home PC (most recent purchase)	568	6.8%	96
Spent \$2000+ on home PC (most recent purchase)	514	6.2%	99
Purchased home PC at computer superstore	1,164	13.9%	109
Purchased home PC at department store	420	5.0%	102
Purchased home PC direct from manufacturer	1,088	13.0%	94
Purchased home PC at electronics store	980	11.7%	106
Purchased home PC on Internet	743	8.9%	103
Purchased home PC at warehouse discount outlet	187	2.2%	102
HH owns desktop PC	4,995	59.7%	104
HH owns laptop/notebook/tablet PC	2,669	31.9%	102
HH owns any Apple/Apple Mac clone brand PC	473	5.7%	91
HH owns any IBM/IBM compatible brand PC	5,906	70.6%	105
Brand of PC that HH owns: Compaq	800	9.6%	113
Brand of PC that HH owns: Dell	2,619	31.3%	101
Brand of PC that HH owns: Gateway	566	6.8%	102
Brand of PC that HH owns: Hewlett Packard	1,393	16.7%	107
Brand of PC that HH owns: Sony Vaio	237	2.8%	98
Child (under 18) uses home PC	1,869	22.4%	106
HH owns CD burner	3,280	39.2%	106
HH owns CD ROM drive	3,485	41.7%	106
HH owns DVD drive	2,176	26.0%	104
HH owns DVD-RW (DVD burner)	1,843	22.0%	107
HH owns external hard drive	1,238	14.8%	104
HH owns flash drive	1,874	22.4%	109
HH owns LAN/network interface card	983	11.8%	106
HH owns inkjet printer	3,668	43.9%	103
HH owns laser printer	1,189	14.2%	104
HH owns modem/fax modem	1,797	21.5%	103
HH owns removable cartridge storage device	504	6.0%	104
HH owns scanner	2,491	29.8%	105
HH owns PC speakers	3,628	43.4%	104
HH owns tape backup	208	2.5%	93
HH owns webcam	999	11.9%	105
HH owns software: accounting	718	8.6%	97
HH owns software: communications/fax	665	8.0%	97
HH owns software: database/filing	644	7.7%	94
HH owns software: desktop publishing	1,037	12.4%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	940	11.2%	112
HH owns software: entertainment/games	2,571	30.7%	106
HH owns software: online meeting/conference	270	3.2%	113
HH owns software: personal finance/tax prep	1,238	14.8%	104
HH owns software: presentation graphics	662	7.9%	99
HH owns software: multimedia	1,365	16.3%	107
HH owns software: networking	1,002	12.0%	107
HH owns software: security/anti-virus	2,420	28.9%	103
HH owns software: spreadsheet	1,992	23.8%	103
HH owns software: utility	570	6.8%	96
HH owns software: web authoring	293	3.5%	101
HH owns software: word processing	2,920	34.9%	104
Spent \$500+ on software for home PC in last 12 mo	200	2.4%	100
Purchased computer book in last 12 months	378	4.5%	105
HH owns fax machine	467	5.6%	93
Purchased audio equipment in last 12 months	859	10.3%	106
Purchased headphones in last 12 months	338	4.0%	102
HH owns camcorder	1,702	20.3%	104
Purchased camcorder in last 12 months	194	2.3%	109
HH owns CD player	4,017	48.0%	104
Purchased CD player in last 12 months	350	4.2%	108
HH owns DVD player	5,693	68.1%	103
Purchased DVD player in last 12 months	867	10.4%	107
HH owns 1 TV	1,505	18.0%	91
HH owns 2 TVs	2,271	27.2%	103
HH owns 3 TVs	1,946	23.3%	104
HH owns 4+ TVs	1,732	20.7%	99
HH owns miniature screen TV (<13 in)	693	8.3%	105
Most recent TV purchase: miniature screen (<13 in)	228	2.7%	98
HH owns regular screen TV (13-26 in)	3,585	42.9%	99
Most recent TV purchase: regular screen (13-26 in)	1,869	22.4%	96
HH owns large screen TV (27-35 in)	4,000	47.8%	103
Most recent TV purchase: large screen (27-35 in)	2,690	32.2%	102
HH owns big screen TV (36-42 in)	1,626	19.4%	103
Most recent TV purchase: big screen (36-42 in)	1,199	14.3%	102
HH owns giant screen TV (over 42 in)	1,204	14.4%	101
Most recent TV purchase: giant screen (over 42 in)	944	11.3%	101
HH owns LCD TV	1,580	18.9%	98
HH owns plasma TV	683	8.2%	99
HH owns projection TV	460	5.5%	102
HH owns video game system	3,093	37.0%	111
Purchased video game system in last 12 months	1,001	12.0%	111
HH owns video game system: handheld	1,439	17.2%	112
HH owns video game system: attached to TV/computer	2,752	32.9%	111
HH owns video game system: Game Boy	621	7.4%	108
HH owns video game system: Game Boy Advance/SP	583	7.0%	106
HH owns video game system: Nintendo DS	757	9.1%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	471	5.6%	112
HH owns video game system: Nintendo Wii	601	7.2%	107
HH owns video game system: PlayStation 2	1,518	18.2%	110
HH owns video game system: PlayStation 3	332	4.0%	110
HH owns video game system: Sony PlayStation/PS One	371	4.4%	110
HH owns video game system: Sony PSP	285	3.4%	116
HH owns video game system: Xbox	602	7.2%	121
HH owns video game system: Xbox 360	602	7.2%	111
HH purchased 5+ video games in last 12 months	634	7.6%	117
HH spent \$101+ on video games in last 12 months	785	9.4%	116
Owns MP3 player	4,636	28.1%	105
Purchased MP3 player in last 12 months	1,754	10.6%	104
Owns Apple iPod	1,775	10.8%	97
Purchased Apple iPod in last 12 months	556	3.4%	100
Have any access to the Internet	14,565	88.3%	104
Have access to Internet: at home	12,058	73.1%	104
Have access to Internet: at work	6,725	40.8%	109
Have access to Internet: at school/library	4,397	26.7%	106
Have access to Internet: not hm/work/school/library	3,310	20.1%	103
Use Internet less than once a week	683	4.1%	104
Use Internet 1-2 times per week	899	5.5%	99
Use Internet 3-6 times per week	1,446	8.8%	109
Use Internet once a day	2,074	12.6%	114
Use Internet 2-4 times per day	3,168	19.2%	109
Use Internet 5 or more times per day	4,306	26.1%	104
Any Internet or online usage in last 30 days	12,577	76.3%	108
Used Internet in last 30 days: at home	10,903	66.1%	106
Used Internet in last 30 days: at work	5,782	35.1%	110
Used Internet in last 30 days: at school/library	1,374	8.3%	108
Used Internet/30 days: not home/work/school/library	1,542	9.4%	101
Internet last 30 days: used email	11,014	66.8%	107
Internet last 30 days: used Instant Messenger	4,603	27.9%	110
Internet last 30 days: paid bills online	6,213	37.7%	115
Internet last 30 days: visited online blog	1,668	10.1%	106
Internet last 30 days: wrote online blog	684	4.1%	112
Internet last 30 days: visited chat room	764	4.6%	99
Internet last 30 days: looked for employment	2,496	15.1%	115
Internet last 30 days: played games online	4,013	24.3%	116
Internet last 30 days: traded/tracked investments	1,693	10.3%	92
Internet last 30 days: downloaded music	3,338	20.2%	110
Internet last 30 days: made phone call	595	3.6%	98
Internet last 30 days: made personal purchase	5,142	31.2%	101
Internet last 30 days: made business purchase	1,593	9.7%	101
Internet last 30 days: made travel plans	2,771	16.8%	97
Internet last 30 days: watched online video	3,434	20.8%	109
Internet last 30 days: obtained new/used car info	1,567	9.5%	108
Internet last 30 days: obtained financial info	4,314	26.2%	109
Internet last 30 days: obtained medical info	2,895	17.6%	105
Internet last 30 days: obtained latest news	6,753	40.9%	106
Internet last 30 days: obtained real estate info	1,745	10.6%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	4,140	25.1%	108
Ordered anything on Internet in last 12 months	5,851	35.5%	103
Ordered on Internet/12 mo: airline ticket	2,694	16.3%	98
Ordered on Internet/12 mo: CD/tape	659	4.0%	91
Ordered on Internet/12 mo: clothing	2,252	13.7%	94
Ordered on Internet/12 mo: computer	521	3.2%	92
Ordered on Internet/12 mo: computer peripheral	650	3.9%	91
Ordered on Internet/12 mo: DVD	986	6.0%	91
Ordered on Internet/12 mo: flowers	744	4.5%	97
Ordered on Internet/12 mo: software	858	5.2%	91
Ordered on Internet/12 mo: tickets (concerts etc.)	1,549	9.4%	98
Ordered on Internet/12 mo: toy	764	4.6%	93
Purchased item from amazon.com in last 12 months	2,210	13.4%	95
Purchased item from barnes&noble.com in last 12 mo	471	2.9%	89
Purchased item from bestbuy.com in last 12 months	389	2.4%	94
Purchased item from ebay.com in last 12 months	1,586	9.6%	103
Purchased item from walmart.com in last 12 months	803	4.9%	119
Spent on Internet orders last 12 months: <\$100	1,021	6.2%	114
Spent on Internet orders last 12 months: \$100-199	877	5.3%	98
Spent on Internet orders last 12 months: \$200-499	1,451	8.8%	105
Spent on Internet orders last 12 months: \$500+	2,216	13.4%	92
Connection to Internet from home: dial-up modem	1,313	8.0%	96
Connection to Internet from home: cable modem	4,764	28.9%	107
Connection to Internet from home: DSL	4,093	24.8%	101
Connection to Internet from home: wireless	2,447	14.8%	108
Connection to Internet from home: any broadband	10,271	62.3%	105
DVDs rented in last 30 days: 1	521	3.2%	119
DVDs rented in last 30 days: 2	840	5.1%	110
DVDs rented in last 30 days: 3	451	2.7%	85
DVDs rented in last 30 days: 4	601	3.6%	94
DVDs rented in last 30 days: 5+	2,578	15.6%	118
Rented video tape/DVD last month: action/adventure	3,798	23.0%	114
Rented video tape/DVD last month: classic	820	5.0%	96
Rented video tape/DVD last month: comedy	3,878	23.5%	114
Rented video tape/DVD last month: drama	2,480	15.0%	111
Rented video tape/DVD last month: family/children	1,692	10.3%	115
Rented video tape/DVD last month: foreign	286	1.7%	88
Rented video tape/DVD last month: horror	1,432	8.7%	117
Rented video tape/DVD last month: romance	1,363	8.3%	110
Rented video tape/DVD last month: science fiction	1,014	6.1%	116
Rented video tape/DVD last mo at Blockbuster Video	2,236	13.6%	112
Rented video tape/DVD last mo at Hollywood Video	846	5.1%	124
Bought video tape/DVD last month: action/adventure	1,495	9.1%	108
Bought video tape/DVD last month: classic	456	2.8%	102
Bought video tape/DVD last month: comedy	1,468	8.9%	111
Bought video tape/DVD last month: drama	765	4.6%	107
Bought video tape/DVD last month: family/children	1,146	6.9%	118
Bought video tape/DVD last month: horror	502	3.0%	97
Bought video tape/DVD last month: romance	459	2.8%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	426	2.6%	104
Bought blank video tape in last 6 months	1,791	10.9%	96
Bought 7+ blank video tapes in last 6 months	400	2.4%	93
DVDs purchased in last 30 days: 1	884	5.4%	108
DVDs purchased in last 30 days: 2	945	5.7%	121
DVDs purchased in last 30 days: 3-4	841	5.1%	110
DVDs purchased in last 30 days: 5+	909	5.5%	106
Bought any camera in last 12 months	2,055	12.5%	97
Spent on cameras in last 12 months: <\$100	664	4.0%	91
Spent on cameras in last 12 months: \$100-199	561	3.4%	113
Spent on cameras in last 12 months: \$200+	547	3.3%	83
Own APS (point & shoot or SLR) camera	416	2.5%	92
Own digital camera	5,824	35.3%	107
Bought digital camera in last 12 months	1,080	6.5%	96
Own digital point & shoot camera	4,403	26.7%	107
Bought digital point & shoot camera in last 12 mo	784	4.8%	96
Own digital SLR camera	1,577	9.6%	103
Bought digital SLR camera in last 12 months	353	2.1%	95
Own 35mm auto focus point & shoot camera	768	4.7%	99
Own 35mm auto focus single lens reflex camera	381	2.3%	97
Own 35mm auto focus zoom camera	972	5.9%	105
Own 35mm single lens reflex camera	514	3.1%	104
Own Canon camera	2,637	16.0%	102
Bought Canon camera in last 12 months	340	2.1%	97
Own Fuji camera	606	3.7%	91
Own Kodak camera	2,180	13.2%	112
Bought Kodak camera in last 12 months	489	3.0%	100
Own Nikon camera	869	5.3%	97
Own Olympus camera	746	4.5%	100
Own Polaroid camera	429	2.6%	106
Bought any camera accessory in last 12 months	7,434	45.1%	106
Bought film in last 12 months	3,278	19.9%	104
Bought film in last 12 months: <3 rolls	1,457	8.8%	99
Bought film in last 12 months: 3-6 rolls	1,100	6.7%	106
Bought film in last 12 months: 7+ rolls	721	4.4%	103
Bought film in last 12 mo: APS (color prints)	451	2.7%	102
Bought film in last 12 mo: instant developing	352	2.1%	107
Bought film in last 12 mo: 35mm (black & white)	142	0.9%	90
Bought film in last 12 mo: 35mm (color prints)	1,899	11.5%	101
Bought Fuji film in last 12 months	744	4.5%	90
Bought Kodak film in last 12 months	2,119	12.8%	108
Bought store-brand film in last 12 months	333	2.0%	95
Purchased film in last 12 mo: department store	613	3.7%	100
Purchased film in last 12 mo: discount store	847	5.1%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	743	4.5%	96
Purchased film in last 12 mo: grocery store	345	2.1%	97
Purchased film in last 12 mo: 1 hour service store	444	2.7%	106
Had film processed at discount store	586	3.6%	107
Had film processed at drug store	682	4.1%	97
Had film processed at 1 hour service store	522	3.2%	109
Bought memory card for camera in last 12 months	1,185	7.2%	94
Own memory card for camera	4,333	26.3%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012



Financial Investments Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		22,820	24,938	
Population 18+		16,492	18,088	
Households		8,362	9,211	
Median Household Income		\$59,711	\$66,555	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		8,211	49.8%	101
Bank/financial institution: use savings & loan		1,599	9.7%	93
Bank/financial institution: use credit union		4,311	26.1%	115
Bank/financial institution: use fed savings bank		379	2.3%	100
Bank/financial institution: use mutual funds co		500	3.0%	93
Bank/financial institution: use Internet Bank		709	4.3%	100
Used ATM/cash machine in last 12 months		9,158	55.5%	109
Banked in person in last 12 months		8,705	52.8%	102
Banked by mail in last 12 months		841	5.1%	95
Banked by phone in last 12 months		2,797	17.0%	113
Did banking over the Internet in last 12 months		5,073	30.8%	113
Used direct deposit of paycheck in last 12 months		6,939	42.1%	109
Have interest checking account		5,443	33.0%	102
Have non-interest checking account		4,546	27.6%	104
Have money market account		1,851	11.2%	91
Have savings account		6,445	39.1%	107
Have 401K retirement savings		3,137	19.0%	107
Have IRA retirement savings		2,310	14.0%	93
Have auto loan for new car		2,010	12.2%	106
Have personal loan for education only		734	4.5%	110
Have personal loan-not for education		392	2.4%	94
Have home mortgage (1st)		3,286	19.9%	104
Have 2nd mortgage (equity loan)		1,069	6.5%	103
Have home equity line of credit		891	5.4%	90
Have personal line of credit		712	4.3%	95
Have overdraft protection		2,326	14.1%	106
Own any securities investment		3,908	23.7%	95
Own annuities		486	2.9%	97
Own certificate of deposit (6 months or less)		513	3.1%	88
Own certificate of deposit (more than 6 months)		828	5.0%	90
Own common/preferred stock in company you work for		500	3.0%	101
Own common stock in company you don't work for		904	5.5%	87
Own insured money market account (bank)		308	1.9%	91
Own shares in money market fund		1,050	6.4%	96
Own shares in mutual fund (bonds)		965	5.9%	99
Own shares in mutual fund (stock)		1,445	8.8%	93
Own any stock		1,340	8.1%	88
Own stock with market value <\$10000		471	2.9%	92
Own stock with market value \$10000-49999		377	2.3%	91
Own stock with market value \$50000+		333	2.0%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,065	6.5%	94
Used financial planning counsel in last 12 months	1,232	7.5%	95
Used full service brokerage firm in last 12 months	874	5.3%	86
Own any credit/debit card (in own name)	12,545	76.1%	103
Own American Express card (in own name)	1,772	10.7%	86
Own Discover card (in own name)	1,721	10.4%	93
Own MasterCard (in own name)	5,661	34.3%	100
Own Visa (in own name)	8,554	51.9%	106
Own any department store credit card (in own name)	5,000	30.3%	98
Avg monthly credit card expenditures: <\$111	2,337	14.2%	102
Avg monthly credit card expenditures: \$111-225	1,239	7.5%	96
Avg monthly credit card expenditures: \$226-450	1,272	7.7%	103
Avg monthly credit card expenditures: \$451-700	997	6.0%	95
Avg monthly credit card expenditures: \$701+	1,966	11.9%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		22,820	24,938	
Population 18+		16,492	18,088	
Households		8,362	9,211	
Median Household Income		\$59,711	\$66,555	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		4,528	54.2%	105
HH owns any bird		250	3.0%	103
HH owns any cat		2,083	24.9%	103
HH owns any dog		3,287	39.3%	104
HH owns 1 cat		1,075	12.9%	100
HH owns 2+ cats		1,008	12.1%	104
HH owns 1 dog		2,022	24.2%	103
HH owns 2+ dogs		1,266	15.1%	103
HH used canned cat food in last 6 months		972	11.6%	100
HH used <4 cans of cat food in last 7 days		380	4.5%	104
HH used 8+ cans of cat food in last 7 days		260	3.1%	86
HH used packaged dry cat food in last 6 months		2,006	24.0%	103
HH used <5 pounds of packaged dry cat food last mo		721	8.6%	106
HH used 11+ pounds of packaged dry cat food last mo		587	7.0%	97
HH used cat treats in last 6 months		879	10.5%	102
HH used cat litter in last 6 months		1,803	21.6%	105
HH used canned dog food in last 6 months		1,129	13.5%	102
HH used packaged dry dog food in last 6 months		3,197	38.2%	105
HH used <10 pounds of pkgd dry dog food last month		1,437	17.2%	103
HH used 25+ pounds of pkgd dry dog food last month		981	11.7%	107
HH used dog biscuits/treats in last 6 months		2,621	31.3%	106
HH used <2 packages of dog biscuits/treats last mo		1,263	15.1%	102
HH used 4+ packages of dog biscuits/treats last mo		483	5.8%	104
HH used flea/tick care prod for cat/dog last 12 mo		2,917	34.9%	103
HH member took pet to vet in last 12 mo: 1 time		1,156	13.8%	109
HH member took pet to vet in last 12 mo: 2 times		933	11.2%	101
HH member took pet to vet in last 12 mo: 3 times		469	5.6%	100
HH member took pet to vet in last 12 mo: 4 times		343	4.1%	99
HH member took pet to vet in last 12 mo: 5+ times		501	6.0%	107
Bought pet food from vet in last 12 months		402	4.8%	94
Bought flea control product from vet in last 12 mo		1,115	13.3%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		22,820	24,938	
Population 18+		16,492	18,088	
Households		8,362	9,211	
Median Household Income		\$59,711	\$66,555	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		5,243	31.8%	106
Exercise at club 2+ times per week		1,928	11.7%	95
Exercise at other facility (not club) 2+ times/wk		1,437	8.7%	108
Own stationary bicycle		854	5.2%	92
Own treadmill		1,546	9.4%	96
Own weight lifting equipment		2,330	14.1%	109
Presently controlling diet		6,827	41.4%	100
Diet control for blood sugar level		1,122	6.8%	93
Diet control for cholesterol level		1,567	9.5%	94
Diet control to maintain weight		1,758	10.7%	95
Diet control for physical fitness		1,617	9.8%	98
Diet control for salt restriction		472	2.9%	86
Diet control for weight loss		2,591	15.7%	111
Used doctor's care/diet for diet method		471	2.9%	95
Used exercise program for diet method		1,534	9.3%	110
Used Weight Watchers as diet method		465	2.8%	93
Buy foods specifically labeled as fat-free		2,889	17.5%	100
Buy foods specifically labeled as high fiber		1,861	11.3%	98
Buy foods specifically labeled as high protein		901	5.5%	100
Buy foods specifically labeled as lactose-free		290	1.8%	95
Buy foods specifically labeled as low-calorie		1,737	10.5%	97
Buy foods specifically labeled as low-carb		1,237	7.5%	97
Buy foods specifically labeled as low-cholesterol		1,274	7.7%	93
Buy foods specifically labeled as low-fat		2,223	13.5%	101
Buy foods specifically labeled as low-sodium		1,415	8.6%	95
Buy foods specifically labeled as natural/organic		1,380	8.4%	99
Buy foods specifically labeled as sugar-free		2,303	14.0%	105
Used butter alternatives in last 6 months		690	4.2%	100
Used egg alternatives in last 6 months		2,300	13.9%	98
Used salt alternatives in last 6 months		4,639	28.1%	101
Drank meal/dietary supplement in last 6 months		1,340	8.1%	111
Used nutrition/energy bar in last 6 months		2,327	14.1%	100
Drank sports drink/thirst quencher in last 6 mo		5,734	34.8%	109
Used vitamin/dietary supplement in last 6 months		7,837	47.5%	98
Vitamin/dietary suppl used/6 mo: antioxidant		382	2.3%	80
Vitamin/dietary suppl used/6 mo: B complex		824	5.0%	103
Vitamin/dietary suppl used/6 mo: B complex+C		271	1.6%	85
Vitamin/dietary suppl used/6 mo: B-6		305	1.8%	91
Vitamin/dietary suppl used/6 mo: B-12		804	4.9%	86
Vitamin/dietary suppl used/6 mo: C		1,401	8.5%	101
Vitamin/dietary suppl used/6 mo: calcium		1,556	9.4%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Health and Beauty Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	666	4.0%	82
Vitamin/dietary suppl used/6 mo: E	791	4.8%	97
Vitamin/dietary suppl used/6 mo: garlic	258	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	780	4.7%	102
Vitamin/dietary suppl used/6 mo: multiple formula	1,962	11.9%	101
Vitamin/dietary suppl used/6 mo: multiple w/iron	759	4.6%	107
Vitamin/dietary suppl used/6 mo: mult w/minerals	923	5.6%	94
Vitamin/dietary suppl used/6 mo: zinc	343	2.1%	90
Vitamin/dietary suppl/6 mo: Caltrate 600	340	2.1%	78
Vitamin/dietary suppl/6 mo: Centrum	872	5.3%	91
Vitamin/dietary suppl/6 mo: Nature Made	950	5.8%	98
Visited doctor in last 12 months	12,781	77.5%	100
Visited doctor in last 12 months: 1-3 times	5,756	34.9%	103
Visited doctor in last 12 months: 4-7 times	3,530	21.4%	96
Visited doctor in last 12 months: 8+ times	3,496	21.2%	98
Visited doctor in last 12 mo: allergist	427	2.6%	108
Visited doctor in last 12 mo: cardiologist	1,065	6.5%	92
Visited doctor in last 12 mo: chiropractor	1,204	7.3%	98
Visited doctor in last 12 mo: dentist	6,068	36.8%	97
Visited doctor in last 12 mo: dermatologist	1,109	6.7%	94
Visited doctor in last 12 mo: ear/nose/throat	621	3.8%	82
Visited doctor in last 12 mo: eye	3,218	19.5%	94
Visited doctor in last 12 mo: general/family	7,017	42.5%	100
Visited doctor in last 12 mo: internist	938	5.7%	78
Visited doctor in last 12 mo: physical therapist	660	4.0%	88
Visited doctor in last 12 mo: podiatrist	479	2.9%	86
Visited doctor in last 12 mo: urologist	583	3.5%	91
Visited nurse practitioner in last 12 months	692	4.2%	100
Wear regular/sun/tinted prescription eyeglasses	5,569	33.8%	98
Wear bi-focals	2,476	15.0%	95
Wear disposable contact lenses	1,108	6.7%	104
Wear soft contact lenses	1,557	9.4%	107
Spent on contact lenses in last 12 mo: <\$100	537	3.3%	117
Spent on contact lenses in last 12 mo: \$100-199	661	4.0%	108
Spent on contact lenses in last 12 mo: \$200+	438	2.7%	88
Bought prescription eyewear: discount optical ctr	1,423	8.6%	108
Bought prescription eyewear: from eye doctor	3,863	23.4%	91
Bought prescription eyewear: retail optical chain	1,866	11.3%	102
Used prescription drug for allergy/hay fever	1,210	7.3%	105
Used prescription drug for anxiety/panic	705	4.3%	105
Used prescription drug for arthritis/rheumatism	421	2.6%	97
Used prescription drug for asthma	668	4.1%	99
Used prescription drug for backache/back pain	1,305	7.9%	107
Used prescription drug for depression	1,077	6.5%	111
Used prescr drug for diabetes (insulin dependent)	293	1.8%	90
Used prescr drug for diabetes (non-insulin)	567	3.4%	92
Used prescription drug for eczema/skin itch/rash	412	2.5%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Health and Beauty Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,110	6.7%	102
Used prescription drug for high blood pressure	1,893	11.5%	92
Used prescription drug for high cholesterol	1,444	8.8%	101
Used prescription drug for migraine headache	664	4.0%	109
Used prescription drug for sinus congest./headache	823	5.0%	103
Used prescription drug for urinary tract infection	511	3.1%	99
Used last 6 mo: adhesive bandages	9,140	55.4%	100
Used last 6 mo: athlete's foot/foot care product	2,174	13.2%	95
Used last 6 mo: cold/sinus/allergy med (nonprescr)	8,183	49.6%	104
Used last 6 mo: children's cold tablets/liquids	2,730	16.6%	110
Used last 6 mo: contact lens cleaning solution	2,183	13.2%	109
Used last 6 mo: cotton swabs	7,952	48.2%	100
Used last 6 mo: cough/sore throat drops (nonprescr)	8,007	48.6%	102
Used last 6 mo: cough syrup/suppressant (nonprescr)	5,800	35.2%	103
Used last 6 mo: children's cough syrup	2,516	15.3%	107
Used last 6 mo: diarrhea remedy	2,832	17.2%	105
Used last 6 mo: eye wash and drops	5,022	30.5%	100
Used last 6 mo: headache/pain reliever (nonprescr)	14,053	85.2%	102
Used last 6 mo: hemorrhoid remedy	1,424	8.6%	97
Used last 6 mo: indigestion/upset stomach remedy	7,629	46.3%	103
Used last 6 mo: lactose intolerance product	549	3.3%	94
Used last 6 mo: laxative/fiber supplement	2,103	12.8%	92
Used last 6 mo: medicated skin ointment	5,161	31.3%	99
Used last 6 mo: medicated throat remedy	2,004	12.2%	106
Used last 6 mo: nasal spray	2,647	16.1%	101
Used last 6 mo: pain reliever/fever reducer (kids)	4,038	24.5%	111
Used last 6 mo: pain relieving rub/liquid/patch	4,100	24.9%	99
Used last 6 mo: sleeping tablets (nonprescription)	886	5.4%	99
Used last 12 mo: sunburn remedy	2,676	16.2%	105
Used last 12 mo: suntan/sunscreen product	6,317	38.3%	100
Used last 12 mo: SPF 15+ suntan/sunscreen product	4,988	30.2%	101
Used last 6 mo: toothache/gum/canker sore remedy	2,909	17.6%	105
Used last 6 mo: vitamins for children	2,620	15.9%	108
Used body powder in last 6 months	4,622	28.0%	101
Used body powder <3 times in last 7 days	1,974	12.0%	101
Used body powder 8+ times in last 7 days	328	2.0%	91
Used body wash/shower gel in last 6 months	8,888	53.9%	104
Used breath freshener in last 6 months	7,962	48.3%	104
Used complexion care product in last 6 months	7,997	48.5%	103
Used complexion care product <7 times last week	2,343	14.2%	104
Used complexion care product 11+ times last week	2,779	16.9%	101
Used complexion care prod: dry facial skin type	1,147	7.0%	95
Used complexion care prod: normal facial skin type	2,530	15.3%	101
Used complexion care prod: oily facial skin type	1,125	6.8%	113
Used dental floss in last 6 months	10,496	63.6%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Health and Beauty Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	3,391	20.6%	102
Used denture adhesive/fixative in last 6 months	891	5.4%	86
Used denture cleaner in last 6 months	1,590	9.6%	87
Used deodorant/antiperspirant in last 6 months	15,566	94.4%	101
Used deodorant/antiperspirant <8 times last week	11,334	68.7%	100
Used deodorant/antiperspirant 15+ times last week	1,058	6.4%	106
Used disposable razor in last 6 months	8,841	53.6%	102
Used electric shaver in last 6 months	3,010	18.3%	97
Used hair coloring product (at home) last 6 months	3,473	21.1%	105
Used hair conditioner (at home) in last 6 months	10,581	64.2%	103
Used hair conditioning treatment (at home)/6 mo	4,058	24.6%	105
Used hair growth product in last 6 months	339	2.1%	90
Used hair mousse in last 6 months	3,018	18.3%	105
Used hair spray (at home) in last 6 months	6,237	37.8%	105
Used hair styling gel/lotion in last 6 months	4,486	27.2%	101
Used hand & body cream/lotion/oil in last 6 months	12,274	74.4%	103
Used hand & body cream/lotion/oil <5 times last wk	3,629	22.0%	103
Used hand & body cream/lotion/oil 9+ times last wk	4,138	25.1%	101
Used hand & body cream in last 6 months	2,778	16.8%	96
Used hand & body lotion in last 6 months	8,615	52.2%	107
Used hand & body oil in last 6 months	910	5.5%	106
Used lip care in last 6 months	10,386	63.0%	105
Used liquid soap/hand sanitizer in last 6 months	13,049	79.1%	103
Used mouthwash in last 6 months	10,904	66.1%	100
Used mouthwash <4 times in last 7 days	3,644	22.1%	103
Used mouthwash 8+ times in last 7 days	2,559	15.5%	98
Used shampoo (at home) in last 6 months	15,313	92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	3,045	18.5%	96
Used shaving cream/gel in last 6 months	8,687	52.7%	101
Used personal care soap (bar) in last 6 months	13,615	82.6%	98
Used personal care soap for antibacterial purpose	3,188	19.3%	101
Used personal care soap for complexion	1,038	6.3%	92
Used personal care soap for deodorant	2,733	16.6%	102
Use personal care soap for moisturizing	3,709	22.5%	104
Bought toothbrush in last 6 months	14,422	87.4%	103
Bought electric toothbrush in last 6 months	1,171	7.1%	106
Used toothpaste in last 6 months	15,898	96.4%	101
Used toothpaste <8 times in last 7 days	5,398	32.7%	102
Used toothpaste 15+ times in last 7 days	2,570	15.6%	96
Used toothpaste with baking soda in last 6 months	1,816	11.0%	96
Used toothpaste (gel) in last 6 months	4,900	29.7%	107
Used toothpaste (paste) in last 6 months	7,895	47.9%	99
Used whitening toothpaste in last 6 months	6,240	37.8%	109
Used tooth whitener (not toothpaste) last 6 months	1,764	10.7%	101
Had professional manicure/pedicure last 6 months	2,913	17.7%	103
Had professional facial/massage last 6 months	1,570	9.5%	101
Spent \$100+ at barber shops in last 6 months	848	5.1%	96
Spent \$100+ at beauty parlors in last 6 months	2,540	15.4%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	22,820	24,938
Population 18+	16,492	18,088
Households	8,362	9,211
Median Household Income	\$59,711	\$66,555

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	12,425	75.3%	105
Family restaurant/steak house last month: <2 times	4,146	25.1%	98
Family restaurant/steak house last month: 2-4 times	4,639	28.1%	104
Family restaurant/steak house last month: 5+ times	3,640	22.1%	114
Family restaurant/steak house last 6 months: breakfast	2,396	14.5%	111
Family restaurant/steak house last 6 months: lunch	4,195	25.4%	102
Family restaurant/steak house last 6 months: snack	379	2.3%	82
Family restaurant/steak house last 6 months: dinner	9,471	57.4%	108
Family restaurant/steak house last 6 months: weekday	6,789	41.2%	107
Family restaurant/steak house last 6 months: weekend	8,043	48.8%	110
Family restaurant/steak house last 6 months: Applebee's	4,627	28.1%	111
Family restaurant/steak house last 6 months: Bennigan's	413	2.5%	114
Family restaurant/steak house last 6 months: Bob Evans Farm	771	4.7%	102
Family restaurant/steak house last 6 months: Cheesecake Factory	975	5.9%	90
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,206	13.4%	115
Family restaurant/steak house last 6 months: Cracker Barrel	2,064	12.5%	113
Family restaurant/steak house last 6 months: Denny's	1,540	9.3%	103
Family restaurant/steak house last 6 months: Friendly's	442	2.7%	67
Family restaurant/steak house last 6 months: Golden Corral	1,619	9.8%	136
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,144	13.0%	112
Family restaurant/steak house last 6 months: Lone Star Steakhouse	509	3.1%	113
Family restaurant/steak house last 6 months: Old Country Buffet	450	2.7%	96
Family restaurant/steak house last 6 months: Olive Garden	3,169	19.2%	108
Family restaurant/steak house last 6 months: Outback Steakhouse	2,023	12.3%	107
Family restaurant/steak house last 6 months: Perkins	608	3.7%	101
Family restaurant/steak house last 6 months: Red Lobster	2,310	14.0%	104
Family restaurant/steak house last 6 months: Red Robin	1,045	6.3%	112
Family restaurant/steak house last 6 months: Ruby Tuesday	1,422	8.6%	103
Family restaurant/steak house last 6 months: Ryan's	619	3.8%	100
Family restaurant/steak house last 6 months: Sizzler	455	2.8%	91
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,746	10.6%	103
Went to fast food/drive-in restaurant in last 6 months	14,987	90.9%	102
Went to fast food/drive-in restaurant <6 times/month	5,419	32.9%	94
Went to fast food/drive-in restaurant 6-13 times/month	4,849	29.4%	102
Went to fast food/drive-in restaurant 14+ times/month	4,719	28.6%	115
Fast food/drive-in last 6 months: breakfast	4,918	29.8%	108
Fast food/drive-in last 6 months: lunch	10,333	62.7%	106
Fast food/drive-in last 6 months: snack	2,744	16.6%	96
Fast food/drive-in last 6 months: dinner	8,747	53.0%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	11,573	70.2%	106
Fast food/drive-in last 6 months: weekend	8,447	51.2%	106
Fast food/drive-in last 6 months: A & W	811	4.9%	108
Fast food/drive-in last 6 months: Arby's	4,114	24.9%	121
Fast food/drive-in last 6 months: Boston Market	704	4.3%	90
Fast food/drive-in last 6 months: Burger King	6,355	38.5%	106
Fast food/drive-in last 6 months: Captain D's	875	5.3%	103
Fast food/drive-in last 6 months: Carl's Jr.	902	5.5%	88
Fast food/drive-in last 6 months: Checkers	543	3.3%	103
Fast food/drive-in last 6 months: Chick-fil-A	2,819	17.1%	133
Fast food/drive-in last 6 months: Chipotle Mex. Grill	985	6.0%	98
Fast food/drive-in last 6 months: Chuck E. Cheese	817	5.0%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	913	5.5%	129
Fast food/drive-in last 6 months: Dairy Queen	3,067	18.6%	116
Fast food/drive-in last 6 months: Del Taco	564	3.4%	102
Fast food/drive-in last 6 months: Domino's Pizza	2,382	14.4%	108
Fast food/drive-in last 6 months: Dunkin' Donuts	1,494	9.1%	78
Fast food/drive-in last 6 months: Fuddruckers	578	3.5%	126
Fast food/drive-in last 6 months: Hardee's	1,087	6.6%	97
Fast food/drive-in last 6 months: Jack in the Box	1,869	11.3%	109
Fast food/drive-in last 6 months: KFC	4,615	28.0%	101
Fast food/drive-in last 6 months: Little Caesars	1,498	9.1%	124
Fast food/drive-in last 6 months: Long John Silver's	1,160	7.0%	111
Fast food/drive-in last 6 months: McDonald's	9,614	58.3%	104
Fast food/drive-in last 6 months: Panera Bread	1,526	9.3%	95
Fast food/drive-in last 6 months: Papa John's	1,791	10.9%	125
Fast food/drive-in last 6 months: Pizza Hut	3,925	23.8%	108
Fast food/drive-in last 6 months: Popeyes	1,337	8.1%	111
Fast food/drive-in last 6 months: Quiznos	1,603	9.7%	108
Fast food/drive-in last 6 months: Sonic Drive-In	2,347	14.2%	121
Fast food/drive-in last 6 months: Starbucks	2,482	15.1%	101
Fast food/drive-in last 6 months: Steak n Shake	1,002	6.1%	121
Fast food/drive-in last 6 months: Subway	5,585	33.9%	107
Fast food/drive-in last 6 months: Taco Bell	6,102	37.0%	115
Fast food/drive-in last 6 months: Wendy's	5,778	35.0%	112
Fast food/drive-in last 6 months: Whataburger	1,089	6.6%	137
Fast food/drive-in last 6 months: White Castle	643	3.9%	97
Fast food/drive-in last 6 months: eat in	6,010	36.4%	97
Fast food/drive-in last 6 months: home delivery	1,993	12.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	9,591	58.2%	111
Fast food/drive-in last 6 months: take-out/walk-in	3,951	24.0%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		22,820	24,938
Population 18+		16,492	18,088
Households		8,362	9,211
Median Household Income		\$59,711	\$66,555
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Participated in aerobics		1,727	10.5%
Participated in archery		437	2.7%
Participated in backpacking/hiking		1,569	9.5%
Participated in baseball		857	5.2%
Participated in basketball		1,627	9.9%
Participated in bicycling (mountain)		602	3.7%
Participated in bicycling (road)		1,663	10.1%
Participated in boating (power)		1,011	6.1%
Participated in bowling		2,232	13.5%
Participated in canoeing/kayaking		798	4.8%
Participated in downhill skiing		384	2.3%
Participated in fishing (fresh water)		2,257	13.7%
Participated in fishing (salt water)		807	4.9%
Participated in football		1,168	7.1%
Participated in Frisbee		979	5.9%
Participated in golf		1,621	9.8%
Play golf < once a month		631	3.8%
Play golf 1+ times a month		782	4.7%
Participated in horseback riding		485	2.9%
Participated in hunting with rifle		804	4.9%
Participated in hunting with shotgun		677	4.1%
Participated in ice skating		476	2.9%
Participated in jogging/running		1,843	11.2%
Participated in martial arts		243	1.5%
Participated in motorcycling		596	3.6%
Participated in Pilates		516	3.1%
Participated in roller skating		365	2.2%
Participated in snowboarding		353	2.1%
Participated in soccer		739	4.5%
Participated in softball		666	4.0%
Participated in swimming		3,390	20.6%
Participated in target shooting		696	4.2%
Participated in tennis		657	4.0%
Participated in volleyball		679	4.1%
Participated in walking for exercise		4,980	30.2%
Participated in weight lifting		2,142	13.0%
Participated in yoga		888	5.4%
Spent on high end sports/recreation equipment/12 mo: <\$250		738	4.5%
Spent on high end sports/recreation equipment/12 mo: \$250+		670	4.1%
Attend sports event: auto racing (NASCAR)		1,377	8.4%
Attend sports event: auto racing (not NASCAR)		1,193	7.2%
Attend sports event: baseball game		2,483	15.1%

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	1,539	9.3%	117
Attend sports event: basketball game (pro)	1,548	9.4%	110
Attend sports event: football game (college)	1,952	11.8%	115
Attend sports event: football-Monday night game (pro)	1,138	6.9%	112
Attend sports event: football-weekend game (pro)	1,612	9.8%	108
Attend sports event: golf tournament	1,012	6.1%	111
Attend sports event: ice hockey game	1,154	7.0%	106
Attend sports event: soccer game	1,169	7.1%	115
Attend sports event: tennis match	873	5.3%	107
Attended adult education course in last 12 months	1,192	7.2%	109
Attended auto show in last 12 months	1,533	9.3%	112
Went to bar/night club in last 12 months	3,280	19.9%	104
Went to beach in last 12 months	3,809	23.1%	94
Attended dance performance in last 12 months	729	4.4%	99
Danced/went dancing in last 12 months	1,501	9.1%	96
Dined out in last 12 months	8,182	49.6%	101
Dine out < once a month	786	4.8%	101
Dine out once a month	995	6.0%	98
Dine out 2-3 times a month	1,942	11.8%	102
Dine out once a week	1,942	11.8%	102
Dine out 2+ times per week	1,497	9.1%	92
Gambled at casino in last 12 months	2,636	16.0%	100
Gambled at casino 6+ times in last 12 months	465	2.8%	104
Gambled in Atlantic City in last 12 months	274	1.7%	66
Gambled in Las Vegas in last 12 months	787	4.8%	100
Attended horse races in last 12 months	464	2.8%	95
Attended movies in last 6 months	9,943	60.3%	102
Attended movies in last 90 days: < once a month	5,462	33.1%	103
Attended movies in last 90 days: once a month	1,770	10.7%	105
Attended movies in last 90 days: 2-3 times a month	1,137	6.9%	102
Attended movies in last 90 days: once/week or more	401	2.4%	95
Prefer to see movie after second week of release	3,986	24.2%	102
Went to museum in last 12 months	1,914	11.6%	91
Attended music performance in last 12 months	4,043	24.5%	103
Attended country music performance in last 12 mo	864	5.2%	103
Attended rock music performance in last 12 months	1,884	11.4%	105
Attended classical music/opera performance/12 mo	622	3.8%	82
Went to live theater in last 12 months	2,088	12.7%	96
Visited a theme park in last 12 months	3,738	22.7%	106
Visited Disney World (FL)/12 mo: Magic Kingdom	548	3.3%	98
Visited any Sea World in last 12 months	593	3.6%	106
Visited any Six Flags in last 12 months	896	5.4%	94
Went to zoo in last 12 months	2,360	14.3%	112
Played backgammon in last 12 months	339	2.1%	102
Participated in book club in last 12 months	421	2.6%	81
Played billiards/pool in last 12 months	1,756	10.6%	111
Played bingo in last 12 months	680	4.1%	97
Did birdwatching in last 12 months	957	5.8%	93
Played board game in last 12 months	2,939	17.8%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	3,496	21.2%	101
Played chess in last 12 months	640	3.9%	106
Cooked for fun in last 12 months	3,491	21.2%	102
Did crossword puzzle in last 12 months	2,506	15.2%	104
Participated in fantasy sports league last 12 mo	507	3.1%	94
Flew a kite in last 12 months	504	3.1%	108
Did furniture refinishing in last 12 months	565	3.4%	106
Did indoor gardening/plant care in last 12 months	1,656	10.0%	100
Participated in karaoke in last 12 months	744	4.5%	102
Bought lottery ticket in last 12 months	5,848	35.5%	102
Bought lottery ticket in last 12 mo: Daily Drawing	678	4.1%	85
Bought lottery ticket in last 12 mo: Instant Game	2,791	16.9%	107
Bought lottery ticket in last 12 mo: Lotto Drawing	3,601	21.8%	102
Played lottery: <3 times in last 30 days	2,498	15.1%	96
Played lottery: 3-7 times in last 30 days	1,651	10.0%	104
Played lottery: 8+ times in last 30 days	1,700	10.3%	111
Played musical instrument in last 12 months	1,437	8.7%	109
Did painting/drawing in last 12 months	1,135	6.9%	105
Did photography in last 12 months	2,190	13.3%	105
Read book in last 12 months	6,682	40.5%	99
Participated in trivia games in last 12 months	1,131	6.9%	114
Played video game in last 12 months	2,633	16.0%	120
Did woodworking in last 12 months	777	4.7%	100
Participated in word games in last 12 months	1,649	10.0%	105
Member of AARP	2,312	14.0%	91
Member of business club	412	2.5%	100
Member of charitable organization	992	6.0%	95
Member of church board	690	4.2%	97
Member of fraternal order	562	3.4%	97
Member of religious club	940	5.7%	89
Member of union	803	4.9%	92
Member of veterans club	530	3.2%	94
Bought any children`s toy/game in last 12 months	6,180	37.5%	108
Spent on toys/games in last 12 months: <\$50	1,063	6.4%	106
Spent on toys/games in last 12 months: \$50-99	526	3.2%	116
Spent on toys/games in last 12 months: \$100-199	1,186	7.2%	100
Spent on toys/games in last 12 months: \$200-499	1,974	12.0%	110
Spent on toys/games in last 12 months: \$500+	1,001	6.1%	105
Bought infant toy in last 12 months	1,540	9.3%	112
Bought pre-school toy in last 12 months	1,435	8.7%	108
Spent on toys/games (for child <6)/12 mo: <\$100	1,968	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	1,203	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	1,408	8.5%	110
Bought for child in last 12 mo: boy action figure	1,522	9.2%	114
Bought for child in last 12 mo: girl action figure	486	2.9%	95
Bought for child in last 12 mo: bicycle	1,294	7.8%	115
Bought for child in last 12 mo: board game	2,211	13.4%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	594	3.6%	106
Bought for child in last 12 mo: car	1,707	10.4%	112
Bought for child in last 12 mo: construction toy	823	5.0%	101
Bought for child in last 12 mo: large/baby doll	1,203	7.3%	112
Bought for child in last 12 mo: fashion doll	939	5.7%	112
Bought for child in last 12 mo: plush doll/animal	1,600	9.7%	115
Bought for child in last 12 mo: doll accessories	713	4.3%	107
Bought for child in last 12 mo: doll clothing	717	4.3%	105
Bought for child in last 12 mo: educational toy	2,495	15.1%	111
Bought for child in last 12 mo: electronic game	1,701	10.3%	111
Bought for child in last 12 mo: mechanical toy	789	4.8%	120
Bought for child in last 12 mo: model kit/set	480	2.9%	113
Bought for child in last 12 mo: sound game	487	3.0%	105
Bought for child in last 12 mo: water toy	1,723	10.4%	109
Bought for child in last 12 mo: word game	634	3.8%	100
Bought book in last 12 months	8,494	51.5%	103
Bought 1-3 books in last 12 months	3,356	20.3%	104
Bought 4-9 books in last 12 months	2,682	16.3%	104
Bought 10+ books in last 12 months	2,457	14.9%	99
Bought paperback book in last 12 months	6,368	38.6%	102
Bought <3 paperback books in last 12 months	2,230	13.5%	104
Bought 3-6 paperback books in last 12 months	2,177	13.2%	100
Bought 7+ paperback books in last 12 months	1,961	11.9%	101
Bought hardcover book in last 12 months	4,688	28.4%	102
Bought <3 hardcover books in last 12 months	2,128	12.9%	105
Bought 3-5 hardcover books in last 12 months	1,299	7.9%	98
Bought 6+ hardcover books in last 12 months	1,262	7.7%	97
Bought book (fiction) in last 12 months	4,703	28.5%	101
Bought book (non-fiction) in last 12 months	4,207	25.5%	100
Bought biography in last 12 months	1,042	6.3%	87
Bought children`s book in last 12 months	2,262	13.7%	108
Bought cookbook in last 12 months	1,851	11.2%	103
Bought desk dictionary in last 12 months	331	2.0%	99
Bought history book in last 12 months	1,161	7.0%	93
Bought mystery book in last 12 months	1,842	11.2%	99
Bought personal/business self-help book last 12 mo	1,229	7.5%	104
Bought religious book (not bible) last 12 months	1,323	8.0%	106
Bought romance book in last 12 months	1,057	6.4%	98
Bought science fiction book in last 12 months	813	4.9%	108
Bought book through book club in last 12 months	743	4.5%	104
Bought book at book store in last 12 months	5,534	33.6%	100
Bought book at Barnes & Noble in last 12 months	3,179	19.3%	98
Bought book at Borders in last 12 months	1,720	10.4%	94
Bought book at convenience store in last 12 months	360	2.2%	98
Bought book at department store in last 12 months	1,438	8.7%	114
Bought book at drug store in last 12 months	344	2.1%	92
Bought book through Internet in last 12 mo	1,623	9.8%	97
Bought book through mail order in last 12 months	497	3.0%	89
Bought book at supermarket in last 12 months	1,044	6.3%	121
Bought book at warehouse store in last 12 months	954	5.8%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Up and Coming Families	15.9%	Population	22,820	24,938
Aspiring Young Families	14.5%	Households	8,362	9,211
Old and Newcomers	11.9%	Families	6,179	6,759
Milk and Cookies	10.2%	Median Age	33.0	33.2
Crossroads	10.2%	Median Household Income	\$59,711	\$66,555
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		69	\$1,649.23	\$13,790,821
Men's		65	\$296.59	\$2,480,092
Women's		61	\$503.12	\$4,207,094
Children's		75	\$301.91	\$2,524,540
Footwear		49	\$204.14	\$1,707,038
Watches & Jewelry		96	\$186.18	\$1,556,799
Apparel Products and Services (1)		168	\$157.29	\$1,315,259
Computer				
Computers and Hardware for Home Use		100	\$192.47	\$1,609,413
Software and Accessories for Home Use		101	\$28.76	\$240,458
Entertainment & Recreation		98	\$3,167.20	\$26,484,143
Fees and Admissions		97	\$598.49	\$5,004,594
Membership Fees for Clubs (2)		94	\$154.07	\$1,288,312
Fees for Participant Sports, excl. Trips		98	\$104.79	\$876,271
Admission to Movie/Theatre/Opera/Ballet		99	\$150.41	\$1,257,765
Admission to Sporting Events, excl. Trips		100	\$59.28	\$495,696
Fees for Recreational Lessons		95	\$129.22	\$1,080,573
Dating Services		93	\$0.72	\$5,978
TV/Video/Audio		98	\$1,216.11	\$10,169,099
Community Antenna or Cable TV		96	\$695.63	\$5,816,871
Televisions		101	\$194.92	\$1,629,922
VCRs, Video Cameras, and DVD Players		102	\$20.79	\$173,817
Video Cassettes and DVDs		103	\$54.28	\$453,870
Video and Computer Game Hardware and Software		105	\$58.55	\$489,550
Satellite Dishes		102	\$1.29	\$10,751
Rental of Video Cassettes and DVDs		105	\$43.22	\$361,406
Streaming/Downloaded Video		96	\$1.34	\$11,225
Audio (3)		95	\$138.88	\$1,161,284
Rental and Repair of TV/Radio/Sound Equipment		96	\$7.22	\$60,403
Pets		119	\$510.10	\$4,265,449
Toys and Games (4)		100	\$144.92	\$1,211,829
Recreational Vehicles and Fees (5)		88	\$283.71	\$2,372,387
Sports/Recreation/Exercise Equipment (6)		78	\$140.51	\$1,174,973
Photo Equipment and Supplies (7)		99	\$102.09	\$853,678
Reading (8)		93	\$144.77	\$1,210,584
Catered Affairs (9)		107	\$26.50	\$221,550
Food		98	\$7,538.20	\$63,034,404
Food at Home		97	\$4,346.13	\$36,342,293
Bakery and Cereal Products		96	\$574.52	\$4,804,111
Meats, Poultry, Fish, and Eggs		97	\$1,007.53	\$8,424,923
Dairy Products		96	\$479.78	\$4,011,904
Fruits and Vegetables		96	\$756.44	\$6,325,367
Snacks and Other Food at Home (10)		98	\$1,527.86	\$12,775,988
Food Away from Home		99	\$3,192.07	\$26,692,111
Alcoholic Beverages		100	\$572.95	\$4,791,042
Nonalcoholic Beverages at Home		98	\$429.02	\$3,587,454

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	86	\$1,496.57	\$12,514,278
Vehicle Loans	101	\$4,953.41	\$41,420,435
Health			
Nonprescription Drugs	95	\$97.97	\$819,205
Prescription Drugs	91	\$456.13	\$3,814,189
Eyeglasses and Contact Lenses	96	\$73.59	\$615,329
Home			
Mortgage Payment and Basics (11)	97	\$9,095.43	\$76,056,022
Maintenance and Remodeling Services	93	\$1,839.34	\$15,380,564
Maintenance and Remodeling Materials (12)	92	\$342.26	\$2,861,938
Utilities, Fuel, and Public Services	96	\$4,371.69	\$36,556,090
Household Furnishings and Equipment			
Household Textiles (13)	97	\$128.57	\$1,075,093
Furniture	98	\$586.24	\$4,902,093
Floor Coverings	92	\$68.91	\$576,190
Major Appliances (14)	95	\$286.89	\$2,398,938
Housewares (15)	87	\$75.23	\$629,091
Small Appliances	96	\$31.33	\$261,970
Luggage	97	\$9.00	\$75,263
Telephones and Accessories	70	\$29.88	\$249,829
Household Operations			
Child Care	105	\$485.62	\$4,060,752
Lawn and Garden (16)	92	\$383.94	\$3,210,478
Moving/Storage/Freight Express	97	\$59.16	\$494,712
Housekeeping Supplies (17)	97	\$681.82	\$5,701,368
Insurance			
Owners and Renters Insurance	95	\$442.03	\$3,696,286
Vehicle Insurance	98	\$1,139.22	\$9,526,178
Life/Other Insurance	93	\$387.54	\$3,240,602
Health Insurance	93	\$1,799.51	\$15,047,496
Personal Care Products (18)	100	\$397.81	\$3,326,479
School Books and Supplies (19)	105	\$111.98	\$936,396
Smoking Products	97	\$415.48	\$3,474,231
Transportation			
Vehicle Purchases (Net Outlay) (20)	100	\$4,377.95	\$36,608,372
Gasoline and Motor Oil	99	\$2,840.81	\$23,754,859
Vehicle Maintenance and Repairs	98	\$922.25	\$7,711,809
Travel			
Airline Fares	97	\$443.14	\$3,705,517
Lodging on Trips	93	\$407.46	\$3,407,191
Auto/Truck/Van Rental on Trips	99	\$36.25	\$303,087
Food and Drink on Trips	95	\$412.47	\$3,449,090

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



Retail Goods and Services Expenditures

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		22,820	24,938
Households		8,362	9,211
Families		6,179	6,759
Median Age		33.0	33.2
Median Household Income		\$59,711	\$66,555
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	99	\$4.74	\$39,658
Gasoline	99	\$2,781.72	\$23,260,706
Motor Oil	98	\$11.58	\$96,871
Vehicle Parts/Equipment and Accessories	97	\$54.22	\$453,351
Tire Purchase/Replacement	97	\$140.61	\$1,175,795
Vehicle Audio/Video Equipment and Installation	102	\$7.25	\$60,600
Vehicle Cleaning Products and Services	97	\$7.89	\$65,962
Services			
Auto Repair Service Policy	102	\$16.89	\$141,220
Membership Fees for Automobile Service Clubs	89	\$19.63	\$164,168
Global Positioning Services	91	\$2.29	\$19,179
Vehicle Air Conditioning Repair	101	\$17.84	\$149,151
Vehicle Body Work and Painting	95	\$36.20	\$302,677
Vehicle Brake Work	95	\$75.01	\$627,233
Vehicle Clutch/Transmission Repair	98	\$45.21	\$378,087
Vehicle Cooling System Repair	101	\$29.27	\$244,745
Vehicle Drive Shaft and Rear-end Repair	100	\$8.67	\$72,502
Vehicle Electrical System Repair	98	\$33.94	\$283,800
Vehicle Exhaust System Repair	96	\$12.81	\$107,112
Vehicle Front End Alignment/Wheel Balance & Rotation	95	\$17.65	\$147,568
Lube/Oil Change and Oil Filters	98	\$88.05	\$736,273
Vehicle Motor Repair/Replacement	100	\$91.50	\$765,081
Vehicle Motor Tune-up	99	\$61.12	\$511,088
Vehicle Shock Absorber Replacement	98	\$6.56	\$54,831
Vehicle Steering/Front End Repair	96	\$26.74	\$223,590
Tire Repair and Other Repair Work	96	\$62.48	\$522,492

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



Financial Expenditures

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		22,820	24,938
Households		8,362	9,211
Families		6,179	6,759
Median Age		33.0	33.2
Median Household Income		\$59,711	\$66,555
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	91	\$5,439.18	\$45,482,384
Savings Accounts	91	\$11,927.01	\$99,733,631
U.S. Savings Bonds	90	\$368.81	\$3,083,963
Stocks, Bonds & Mutual Funds	91	\$35,368.97	\$295,755,344
Annual Changes			
Checking Accounts	116	\$303.48	\$2,537,678
Savings Accounts	77	\$300.15	\$2,509,822
U.S. Savings Bonds	-116	-\$2.76	-\$23,093
Earnings			
Dividends, Royalties, Estates, Trusts	88	\$868.21	\$7,259,946
Interest from Savings Accounts or Bonds	89	\$812.16	\$6,791,309
Retirement Plan Contributions	98	\$1,340.26	\$11,207,282
Liabilities			
Original Mortgage Amount	105	\$22,523.88	\$188,344,710
Vehicle Loan Amount 1	101	\$2,749.86	\$22,994,292
Amount Paid: Interest			
Home Mortgage	101	\$4,679.34	\$39,128,647
Lump Sum Home Equity Loan	92	\$120.22	\$1,005,314
New Car/Truck/Van Loan	100	\$208.99	\$1,747,561
Used Car/Truck/Van Loan	102	\$165.91	\$1,387,361
Amount Paid: Principal			
Home Mortgage	97	\$1,922.34	\$16,074,635
Lump Sum Home Equity Loan	90	\$151.03	\$1,262,912
New Car/Truck/Van Loan	100	\$1,109.85	\$9,280,552
Used Car/Truck/Van Loan	102	\$769.94	\$6,438,213
Checking Account and Banking Service Charges	102	\$28.45	\$237,884
Finance Charges, excluding Mortgage/Vehicle	99	\$243.24	\$2,033,951

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	9,155	Population	22,820	
2010-2015 Percent Change	12.09%	Households	8,362	
Percent Occupied	91.3%	Families	6,179	
Percent Owner HHS	64.7%	Median Age	33.0	
Median Home Value	\$146,468	Median Household Income	\$59,711	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		96	\$11,350.90	\$94,916,185
Mortgage Interest		101	\$4,679.34	\$39,128,647
Mortgage Principal		97	\$1,922.34	\$16,074,635
Property Taxes		90	\$1,999.35	\$16,718,579
Homeowners Insurance		95	\$427.92	\$3,578,309
Ground Rent		91	\$66.47	\$555,852
Maintenance and Remodeling Services		93	\$1,839.34	\$15,380,564
Maintenance and Remodeling Materials		92	\$342.26	\$2,861,938
Property Management and Security		86	\$73.87	\$617,660
Rented Dwellings		107	\$3,680.33	\$30,774,905
Rent		108	\$3,500.62	\$29,272,157
Rent Received as Pay		97	\$89.55	\$748,792
Renters' Insurance		108	\$14.11	\$117,978
Maintenance and Repair Services		97	\$20.48	\$171,288
Maintenance and Repair Materials		105	\$55.57	\$464,691
Owned Vacation Homes		87	\$403.35	\$3,372,825
Mortgage Payment		89	\$181.96	\$1,521,522
Property Taxes		82	\$92.51	\$773,551
Homeowners Insurance		81	\$12.01	\$100,439
Maintenance and Remodeling		88	\$102.17	\$854,361
Property Management and Security		86	\$14.70	\$122,951
Housing While Attending School		96	\$78.42	\$655,771
Household Operations		95	\$1,505.81	\$12,591,562
Child Care		105	\$485.62	\$4,060,752
Care for Elderly or Handicapped		90	\$65.06	\$544,016
Appliance Rental and Repair		96	\$23.32	\$194,977
Computer Information Services		99	\$242.03	\$2,023,869
Home Security System Services		98	\$25.78	\$215,533
Non-Apparel Household Laundry/Dry Cleaning		14	\$5.36	\$44,844
Housekeeping Services		93	\$141.82	\$1,185,878
Lawn and Garden		92	\$383.94	\$3,210,478
Moving/Storage/Freight Express		97	\$59.16	\$494,712
PC Repair (Personal Use)		94	\$8.33	\$69,660
Reupholstering/Furniture Repair		94	\$7.44	\$62,222
Termite/Pest Control		98	\$23.96	\$200,392
Water Softening Services		87	\$4.85	\$40,595
Internet Services Away from Home		103	\$2.76	\$23,091
Voice Over IP Service		91	\$6.07	\$50,757
Other Home Services (1)		89	\$20.30	\$169,785

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	96	\$4,371.69	\$36,556,090
Bottled Gas	75	\$51.11	\$427,400
Electricity	98	\$1,662.01	\$13,897,736
Fuel Oil	62	\$69.08	\$577,641
Natural Gas	94	\$612.30	\$5,120,011
Telephone Services	99	\$1,424.61	\$11,912,618
Water and Other Public Services	100	\$546.25	\$4,567,750
Coal/Wood/Other Fuel	73	\$6.33	\$52,934
Housekeeping Supplies	97	\$681.82	\$5,701,368
Laundry and Cleaning Supplies	100	\$189.68	\$1,586,125
Postage and Stationery	95	\$193.56	\$1,618,510
Other HH Products (2)	97	\$298.58	\$2,496,733
Household Textiles	97	\$128.57	\$1,075,093
Bathroom Linens	100	\$17.82	\$149,044
Bedroom Linens	99	\$61.24	\$512,086
Kitchen and Dining Room Linens	97	\$3.00	\$25,109
Curtains and Draperies	92	\$26.51	\$221,639
Slipcovers, Decorative Pillows	100	\$4.29	\$35,882
Materials for Slipcovers/Curtains	92	\$14.01	\$117,183
Other Linens	97	\$1.69	\$14,150
Furniture	98	\$586.23	\$4,902,093
Mattresses and Box Springs	97	\$77.75	\$650,170
Other Bedroom Furniture	102	\$109.66	\$916,945
Sofas	97	\$146.45	\$1,224,620
Living Room Tables and Chairs	94	\$77.87	\$651,138
Kitchen, Dining Room Furniture	97	\$59.81	\$500,091
Infant Furniture	102	\$11.40	\$95,319
Outdoor Furniture	92	\$24.62	\$205,871
Wall Units, Cabinets, Other Furniture (3)	99	\$78.68	\$657,938
Major Appliances	95	\$286.89	\$2,398,938
Dishwashers and Disposals	92	\$25.26	\$211,187
Refrigerators and Freezers	96	\$78.60	\$657,272
Clothes Washers	98	\$48.98	\$409,607
Clothes Dryers	98	\$37.53	\$313,823
Cooking Stoves and Ovens	92	\$43.69	\$365,297
Microwave Ovens	95	\$12.15	\$101,619
Window Air Conditioners	85	\$5.96	\$49,869
Electric Floor Cleaning Equipment	92	\$20.72	\$173,220
Sewing Machines and Miscellaneous Appliances	87	\$14.00	\$117,045

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 23, 2012



House and Home Expenditures

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	92	\$68.91	\$576,190
Housewares	87	\$75.23	\$629,091
Small Appliances	96	\$31.33	\$261,970
Window Coverings	99	\$38.30	\$320,295
Lamps and Other Lighting Fixtures	96	\$22.53	\$188,405
Infant Equipment	30	\$5.98	\$49,976
Rental of Furniture	101	\$4.69	\$39,209
Laundry and Cleaning Equipment	97	\$21.74	\$181,814
Closet and Storage Items	19	\$4.84	\$40,444
Luggage	97	\$9.00	\$75,263
Clocks and Other Household Decoratives	27	\$55.96	\$467,897
Telephones and Accessories	70	\$29.88	\$249,829
Telephone Answering Devices	97	\$0.81	\$6,813
Grills and Outdoor Equipment	24	\$12.47	\$104,298
Power Tools	88	\$28.24	\$236,138
Hand Tools	97	\$9.98	\$83,462
Office Furniture/Equipment for Home Use	100	\$16.40	\$137,114
Computers and Hardware for Home Use	100	\$192.47	\$1,609,413
Software and Accessories for Home Use	101	\$28.76	\$240,458
Other Household Items (4)	94	\$97.09	\$811,888

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.



Medical Expenditures

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		22,820	24,938
Households		8,362	9,211
Families		6,179	6,759
Median Household Income		\$59,711	\$66,555
Males per 100 Females		94.8	95.0
Population By Age			
Population <5 Years		9.0%	8.8%
Population 5-17 Years		18.7%	18.7%
Population 65+ Years		9.6%	10.7%
Median Age		33.0	33.2
	Spending Potential Index	Average Amount Spent	Total
Health Care	93	\$3,480.74	\$29,105,950
Medical Care	94	\$1,681.23	\$14,058,454
Physician Services	97	\$220.52	\$1,843,992
Dental Services	93	\$300.78	\$2,515,149
Eyecare Services	98	\$48.75	\$407,639
Lab Tests, X-Rays	98	\$53.79	\$449,755
Hospital Room and Hospital Services	102	\$139.32	\$1,164,967
Convalescent or Nursing Home Care	79	\$18.30	\$153,002
Other Medical services (1)	95	\$105.90	\$885,557
Nonprescription Drugs	95	\$97.97	\$819,205
Prescription Drugs	91	\$456.13	\$3,814,189
Nonprescription Vitamins	94	\$53.46	\$447,057
Medicare Prescription Drug Premium	82	\$40.88	\$341,880
Eyeglasses and Contact Lenses	96	\$73.59	\$615,329
Hearing Aids	75	\$16.38	\$136,932
Medical Equipment for General Use	104	\$6.60	\$55,175
Other Medical Supplies (2)	96	\$48.87	\$408,626
Health Insurance	93	\$1,799.51	\$15,047,496
Blue Cross/Blue Shield	95	\$530.04	\$4,432,229
Commercial Health Insurance	101	\$376.86	\$3,151,286
Health Maintenance Organization	97	\$323.55	\$2,705,491
Medicare Payments	84	\$346.67	\$2,898,875
Long Term Care Insurance	89	\$74.32	\$621,488
Other Health Insurance (3)	88	\$148.07	\$1,238,127

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 23, 2012

Made with Esri Business Analyst



Recreation Expenditures

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

Demographic Summary		2010	2015
Population		22,820	24,938
Households		8,362	9,211
Families		6,179	6,759
Median Age		33.0	33.2
Median Household Income		\$59,711	\$66,555
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	97	\$598.49	\$5,004,594
Admission to Movies, Theater, Opera, Ballet	99	\$150.41	\$1,257,765
Admission to Sporting Events, excl.Trips	100	\$59.28	\$495,696
Fees for Participant Sports, excl.Trips	98	\$104.79	\$876,271
Fees for Recreational Lessons	95	\$129.22	\$1,080,573
Membership Fees for Social/Recreation/Civic Clubs	94	\$154.07	\$1,288,312
Dating Services	93	\$0.71	\$5,978
Rental of Video Cassettes and DVDs	105	\$43.22	\$361,406
Toys & Games	100	\$144.92	\$1,211,829
Toys and Playground Equipment	100	\$140.76	\$1,177,060
Play Arcade Pinball/Video Games	92	\$1.75	\$14,597
Online Entertainment and Games	104	\$2.41	\$20,172
Recreational Vehicles and Fees	88	\$283.71	\$2,372,387
Docking and Landing Fees for Boats and Planes	89	\$6.31	\$52,784
Camp Fees	88	\$25.36	\$212,099
Purchase of RVs or Boats	88	\$243.81	\$2,038,719
Rental of RVs or Boats	96	\$8.23	\$68,785
Sports, Recreation and Exercise Equipment	78	\$140.51	\$1,174,973
Exercise Equipment and Gear, Game Tables	82	\$67.41	\$563,721
Bicycles	101	\$19.91	\$166,465
Camping Equipment	42	\$6.14	\$51,318
Hunting and Fishing Equipment	58	\$22.12	\$184,988
Winter Sports Equipment	91	\$5.91	\$49,408
Water Sports Equipment	86	\$5.73	\$47,932
Other Sports Equipment	99	\$9.36	\$78,307
Rental/Repair of Sports/Recreation/Exercise Equipment	98	\$3.93	\$32,833
Photographic Equipment and Supplies	99	\$102.09	\$853,678
Film	94	\$6.92	\$57,899
Film Processing	95	\$21.42	\$179,083
Photographic Equipment	101	\$43.25	\$361,691
Photographer Fees/Other Supplies & Equip Rental/Repair	99	\$30.50	\$255,005
Reading	93	\$144.77	\$1,210,584
Magazine/Newspaper Subscriptions	91	\$57.48	\$480,653
Magazine/Newspaper Single Copies	92	\$17.58	\$147,000
Books	96	\$69.71	\$582,930

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.